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ABSTRACT

This bibliography lists and annotates 395 English language publications that deal with problems and issues relating to communication policy and planning in 53 countries. In most cases the policy and planning problems are discussed in the context of other communication problems. The entries are indexed by subject, by country or region, and by author. (GW)

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COMMUNICATION POLICY AND PLANNING FOR DEVELOPMENT

A Selected Annotated Bibliography

Syed A. Rahim, Editor

October 1976

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PREFACE

This bibliography has been prepared under an ongoing East-West Communication Institute project on communication policy and planning. It contains 395 annotated entries that cover a variety of problems and issues relating to communication policy and planning in fifty-three countries. The main purpose of the bibliography is to serve as a reference tool for social science researchers interested in the emerging area of communication planning research, and policy makers and planners engaged in the practical tasks of communication planning.

This is probably the first comprehensive annotated bibliography on communication policy and planning. The literature on this area is not very large. Books, journal articles, and reports dealing exclusively with communication policy and planning issues are very limited in number. In most cases the policy and planning problems are discussed in the context of other communication problems. Therefore, the selection of items for this bibliography has been somewhat eclectic reflecting our preference, experience, and access to the general literature on communication and development. We limited our search to English language literature on communication that focuses on communication and development.

A small number of entries in the bibliography are on general policy sciences and planning theory and practices. The selection is not representative of the vast literature on these areas. These have been included only as introductory material, and indexed separately. The items dealing exclusively or mainly with policy and planning issues and problems of communication have been indexed under the headings "communication policy and strategy" and "communication planning and plans." The items on specific problem areas (education, agriculture, etc.) and media (radio, television, etc.) have been indexed separately. In most of these items, policy and planning problems are either raised in a narrow context, or implied in the discussion of substantive problems.

In the literature search and annotation work I was assisted by Monica MacLeod, Jackie Bowen, Sumiye Konoshima, and Jean Matsuda. UNESCO, Paris, and Asian Mass Communication and Information Centre (AMIC), Singapore supplied some material for the bibliography. A large number of annotations were first drafted by Monica MacLeod. I have done the substantive editing and Louise Good, the technical editing. The typing work was done by Kathryn Whang, Alison Miura, and Karen Katayama. I like to thank them for their assistance and cooperation. Finally, I thank Jack Lyle and Wilbur Schramm who encouraged me to complete this work.

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01 Academy for Educational Development. Education Technology and The Developing Countries: A Handbook. Washington, D.C., 1972. 180 pp.

This handbook presents ideas about educational development, technology, change, and the improvement of learning in developing countries. It is designed to assist planners in developing countries who are exploring the potential of educational and communication technology, and the material presented includes theory, planning and case studies. These case studies are from American Samoa, Colombia, Mexico, Niger, El Salvador, and Singapore. Appendices include sources of information and assistance on educational technology and a bibliography.

02 Adhikarya, Ronny, et al. Broadcasting in Peninsular Malaysia. London: Routledge and Kegan Paul, Forthcoming.

This book presents a comprehensive and systematic set of information on broadcasting in Malaysia. It is designed to help communication planners and media administrators in making decisions on cost-effective use of the available media in Malaysia.

03 Ahmed, Manzoor, and Philip H. Coombs, eds. Education for Rural Development: Case Studies for Planners. New York: Praeger, 1975. 661 pp.

Some of the topics covered by these seventeen case studies are general education, improvement of rural life, village-level leaders, motivators, and extension workers. The case studies examine communication and nonformal education strategies and techniques in different cultural settings. A wide variety of problems of communication and education for rural development are identified and analyzed for rural development planners.

04 Ali, Ould. "Renovation of Adult Education by the New Media." *Educational Media International*, 4(1972) 14-21.

Ali notes a tendency for adult education programs in developing countries to be modeled along the lines of the traditional school system, producing the paradox of half-empty classrooms and a high drop-out rate despite the demand for further education. He suggests a global approach to the educational system and, within that framework, a determination of the appropriate place for each communication medium. He also draws attention to the need for two-way communication and, therefore, for the necessity of incorporating a feed-back process. His final point is that the principle of freedom should be kept in mind, and may eventually result in "educational self-service" aimed at producing responsible and participating adults.

05 Alisjahbana, Iskander. *A Satellite Communication System for Domestic and Regional Development in South East Asia*. Bandung, Indonesia: Bandung Institute of Technology, 1967. 153 pp.

Progress and development in communication technology in Indonesia are analyzed, and consideration is given to the advantages of a satellite communication system, particularly as it applies to education. Alisjahbana stresses that for such a system to achieve its full potential the most modern mass media equipment should be used, and he suggests that a project of this nature should be completed in stages and should have a multi-purpose nature. He is in favor of a Southeast Asian regional system rather than the development of separate national networks.

06 Allbeck, S. "Renovation of Educational Systems by the New Media." Educational Media International, 4(1972) 5-14.

Allbeck has noted that it has often seemed as though decision makers and educational broadcasters have been living in two different worlds. He asks, "Could it be that the decision makers were not aware of the existence of the media men and of the potential of their instruments?" He is critical of what has been achieved in both developed and developing countries. Brief details of mass media instructional projects in several countries are given.

07 Allen, Dwight W. and Philip R. Christensen. The Use of Communications Media to Improve the Quality of Life in Technologically Developing Nations: A Strategic Overview. Washington, D.C.: Academy for Educational Development, 1973. 98 pp.

The title is highly descriptive. Specific communications and educational systems, optimal resource allocation, and requisite institutional development activities are explored. Hardware and programming, general educational considerations, specific educational goals, and change and decision making strategies are covered in detail. A framework for the creation of a communication/education program is suggested, and the basic steps are listed.

08 Armer, Paul. "International Conference on Computer

Communication." Datamation (November 1974) 93-94.

The conference referred to in the title was held in 1974 in Stockholm. Seventy-four papers were read during the three-day conference and Armer reports some of the information on computer systems given in those papers.

09 Armstrong, W.T., et al. Telecommunication Study 2 (d): Communications and Regional Development. Ottawa, Canada: Department of Communications, 1971. 65 pp.

This study examines the relationship of telecommunications to economic disparities and regional development in Canada. (In this study, telecommunications includes telephones, telegraphs, broadcasting and cable television, and the supporting telecommunication manufacturing industries.) The first part of the study describes the nature of regional economic disparities within Canada. This is followed by a comparative examination of current telecommunications development with that of national and regional development. Finally, public telecommunications policy is discussed, both in terms of the past experience and anticipation of future requirements. Canada's government has been aware of regional disparities and in 1969 created the federal Department of Regional Economic Expansion, whose goals are furthering regional economic development and facilitating social development. The various attachments to this report show the per capita personal disposal income for Canada and provinces (in 1927, 1947, 1967); localities with either lower or higher than national average disposable personal income; the "Industrial Heartland" (1961), an area that covers only 2.5 percent of the nation's total land mass, but contains over 52 percent of Canada's population; the designated regions under the Regional Development Incentives Act; long distance or regular phone calls in selected regions; telephone statistics in selected regions of the world; telephones per 100 population and revenues per phone for business and residence for comparison between regions of high economic development and low economic development; costs of construction between rural and urban areas; and typical relative capital costs for different kinds of 4 KC/S channels.

10 Arvamović, Miodrag, Stevan Marjanovic, and Prvoslav Ralić. Communication Policies in Yugoslavia. Paris: The UNESCO Press, 1975. 49 pp.

This publication is part of a series published by UNESCO to study communication policies as they exist at public, institutional and professional levels in selected countries. The methods of analysis are somewhat comparable so that the five nations studies may be compared. Yugoslavia's press is unique in the Communist world. Her papers are patterned more after the Western format than those of the USSR. This is partially because each paper is owned by a "society," is operated by employees who share in its profits, competes with other publications in its field for its readership. Yugoslavia has the lowest percentage of readership of its daily press in all of Europe. This is partially explained by the variety of ethnic background and languages spoken by her citizens, the large rural population with high illiteracy rates, and a newer urban population from the rural areas without the habit of reading newspapers and with a relatively lower general cultural and educational level. Her radio and television coverage is much higher. About 80 percent of the daily papers require subsidies to exist but the government encourages the reading of newspapers to help spread literacy. Topics covered in this manual include the idea of communication policies (characteristics of the development of the Socialist Federal Republic of Yugoslavia, national equality and solidarity); development and the present state of mass media (radio, press, television, and Yugoslav news agency, Tanjug, book publishing; production and import of films); the public policies (constitutions and laws, federal legislation, republic/province legislation, sociopolitical documents, self-managing acts); policies of the mass media; social participation; professions in communication (association in activity, professional education, code of ethics); conclusions and trends. Tables on the various media statistics are included in the text.

11 ASEAN Seminar on the Role of Mass Media in the Development of South East Asia, Manila, 1971. Papers and proceedings. Manila, ASEAN National Secretariat of the Philippines, Department of Foreign Affairs, 1971. 259 pp.

Collection of seventeen papers presented at the seminar aimed at stimulating mass media in Southeast Asia to "a greater understanding of the problems of development in the region as well as of the prospects of regional action as a strategy for their solution." Includes concrete proposals and conclusions on how mass media may effectively play its role as catalyzers both of regional cooperation and development.

12 Asian Mass Communication Information Centre. Asian Mass Communication Institutions; Teaching, Training and Research: A Directory. Singapore, 1973. 199 pp.

A loose-leaf volume; this directory lists 138 institutions in Asia engaged in mass communication teaching, training and research. It identifies research studies completed since 1965, the on-going studies and the research facilities available at the institutions. It is arranged by country and within each country institutions are arranged alphabetically. Includes two alphabetic indexes; one of names of institutions and the other of names of persons. This directory is intended to be kept up to date annually.

13 Aspen Institute Program on Communications and Society. The Future of Public Broadcasting. Edited by Douglass Cater and Michael J. Nyhan. New York: Praeger Publishers, 1976. 372 pp.

This book contains eighteen articles contributed by Cater, A.W. Branscomb, Williard D. Rowland, Jack Lyle and others. In the introductory article Cater describes the "haphazard business" of building public broadcasting institutions in the United States. Other articles examine policy and institutional problems relating to public radio and public television. Problems of finance, production, new technology, public involvement, and research are also discussed. Two articles take a look into the future of public television. The last article gives a selective guide to sources of public broadcasting.

14 Aurora, D. "Communication for Development." Communicator (April 1975) 23-26.

Aurora observes that although a universal communication strategy is not appropriate for India because of the many stages of development to be found there, in the past the design of many communication tools has been approached along universal lines. He advises that policy makers should have a thorough understanding of the various farming systems and should provide various strategies aimed at specific audiences, such as, subsistence farmers or modern farmers. Both mass media and interpersonal communication should be used as appropriate, and more attention should be paid to developing the communication skills of the rural change agents.

15 Australian Broadcasting Control Board. Broadcasting Programme Standards. Canberra: Government Printer, 1967. 44 pp.

Contains statements and guidelines of general programme standards to be observed by licensees of commercial broadcasting stations. This includes all types of programmes, such as family and children, religious and political matter, news, foreign languages and casual interviews, and the code of ethics for advertisements.

16 Australian Broadcasting Control Board. Television Programme Standards. Canberra: Government Printer, 1970. 42 pp.

Contains statements and guidelines of general programme standards to be observed by licensees of commercial TV stations. This includes programme standards and procedures, advertising standards, and other miscellaneous, such as personal messages, hours of service, station identification and time announcements.

17 Australian Post Office. Report on the Proposed National Telecommunications Plan. July 1973. Unpublished. 33 pp.

This article is concerned with the new look at telecommunications and society taken by the Australian Post Office and government. In 1959, the government published a White Paper on the community telephone plan which has now been completed. The difficulty with planning for the newer telecommunications developments is that instead of providing a service for already established patterns, the new services envisioned will have a significant effect on the structure of cities, transport, the economy, education, and the nature of information media as well as general lifestyles. The future cannot be totally planned for. The author discusses the concept of an information-based society, the wired city, the significance of CATV (cable TV), the demand on the radio frequency spectrum, and the complexity of network planning. The problem of "social rights" versus the "invasion of privacy" inherent in proliferation of information systems is developed. In Part II a model for a national telecommunications plan is developed. By postponing some urgent telecommunication development decisions, the options for different facilities and services may be reduced. Four objectives of the National Telecommunications Plan are defined. Attachment I lists the type of services that are to be considered initially. Attachment II indicates the type of policy issue that is likely to be defined during the planning process. Part III lists the methods and structure of the National Telecommunications Plan. Eleven phases of the procedure necessary to carry out this plan are listed. The first few steps are the most difficult--for example, "examine the probable telecommunications requirements in different areas of Australia at 2000 A.D. and establish a tentative network objective." Inputs and structure of the plan are discussed separately.

18 Baer, W.S. Linking Policy Research to Regulatory Decisionmaking: A Workshop Summary. Santa Monica, California: Rand Corporation, 1975. 7 pp.

It has been noted that researchers frequently find it difficult to ensure that their work comes to the attention of regulatory commissioners, while decision makers have objected that research findings are often presented in unsatisfactory ways so that the material does not appear to be relevant to the issues under consideration.

This report of a workshop held in Warrenton, Virginia, as part of the 1975 Telecommunications Policy Research Conference, summarizes the views of participants on ways to improve communication between these two groups.

19 Baer, W.S. Cable Television: A Handbook for Decisionmaking. Santa Monica, California: Rand Corporation, 1973. 248 pp.

This guide for local officials and concerned citizens discusses ownership, regulation, economics, technology, and uses of cable television. It contains several checklists and notes the relevant 1972 FCC rules. Baer stresses the social role of cable television and considers it advisable that individuals and interest groups in the community should participate in decision making.

20 Baer, W.S. Interactive Television: Prospects for Two-way Services on Cable. Santa Monica, California: Rand Corporation, 1971. 105 pp.

This report looks at the two-way capacity for cable television and at proposed FCC rules. Subscriber response and subscriber-initiated services are considered with their implications for programming, technical requirements, hardware and software costs, etc., and some policy issues raised by the development of interactive services on cable are discussed.

21 Baeyer, H. von. "The Quest for Public Policies in Computer/Communications--Canadian Approaches." Telecommunications, International Edition (September 1975) 34-44.

The technology of the combination of computers and communications is a new social force affecting all institutions and the functioning of society. The need for public policies in computer/communications is reviewed in this article with the specific Canadian experience of policy formulation highlighted.

In the formation of public policies the first question asked is about the effect of the technology of computer/communications on specific types of institutions; then, depending upon that answer, people may then decide to either adapt computer/communications to the purposes of the institution or to modify the institution to make better use of the technology.

At the international level, the whole issue of the control of the international flow of information, the effects of massive centralized data banks, and the issues of international interdependence come from the combination of computers and worldwide satellite and submarine cable communications technology. Policies must be developed to define borders between national autonomy and acceptable international exchange. At the national level, similar problems arise in the area of governmental institutions when political decisions must be made between administrative centralization versus decentralization.

Article also reviews industrial issues and the major problem in the social area, that of privacy.

22 Bagdikian, Ben H. "How Much More Communication Can We Stand?" The Futurist, 5: 7(October 1971) 180-83.

The disparity between the capacity of machines to communicate and of humans to process this information is increasing. The human recipient can process about 250 words per minute, with a maximum of about 1000. But the capacity of communication machines is, via the media, increasing the input of all kinds of information to the point where a person cannot absorb it, and man has developed various ways to shut off unwanted information. The various advertising agencies spend about $17 billion yearly to get past this selective defense system by using messages that are new or stimulating, but these new messages are rapidly debased until they too, are meaningless. The author says, "Advertising and propaganda are debasing our symbols so that there is a breakdown in real communications between different generations and different political groups." It is ironic that as communications becomes more efficient, it is rapidly becoming more meaningless. A solution may lie in the "increase of noncommercial media that are not committed to playing the game of collecting mass audiences for sale."

23 Bagdikian, Ben H. The Information Machines. New York: Harper and Row, 1971. 359 pp.

This book examines the impact of information machines on people in society and their communication media. Bagdikian reports some research on the social, economic, and technological forces that shape contemporary news in the print and broadcasting media in the United States. Then he examines the most likely technologies that will shape the news in the near future.

What will be the content of news? In what form and how will it be delivered? How will that affect the individual and his relationship with society?

The author believes that the future communication environment will be shaped by something more than the design of communication machines. The communication institutions, the system of control of information machines, the social significance of news, etc., will be important determinants. Public policy and planning will play increasingly important roles in meeting the information needs of the people. "The information machines will do what they are instructed by their human masters. But from then on the roles will be reversed and the machines in their impersonal efficiency will henceforth become the teachers of a generation of human beings."

24 Balcomb, John. "Communication for Development: From Propaganda to Dialogue." Educational Broadcasting International (March 1975) 10-14.

Balcomb is concerned about the cause of failure of many a development project, that is, poor communications. He mentions his UNICEF experience and his increasing dissatisfaction with the methods used. Audio-visual aids produced centrally were often found to be unsuitable for local conditions. He emphasizes that development communication needs to be a two-way process, a dialogue rather than an advertising campaign. He gives Tosh's three models for the introduction of innovations: (1) the "industrial process" model, that is, from top to bottom; (2) the "social interaction" model, in which the extension agent and the early acceptor of the innovation play the key roles, and (3) the problem solving model, in which the outside planner plays a nondirective role which allows the user to define the problems and propose solutions. He notes that number one by itself is frequently unsuccessful.

Brief descriptions are given of some successful development programs involving mass media in Tanzania, Ethiopia, and Zambia. The role that theater can play in development is discussed. Balcomb also suggests that it would be desirable for foreign communications experts to have had the experience of living and working in a village.

25 Baran, P. Communication Policy Issues for the Coming Computer Utility. Santa Monica, Calif.: Rand Corporation, 1968. 24 pp.

Baran is concerned with the problems of those who use remote time-shared computer systems. He notes that telephone systems designed for voice communication provide far from ideal linkages, that FCC regulations prevent computer users from concentrating their intermittent traffic by banding together on a time-sharing basis, and that communications costs are very high--sometimes more than half of the system cost. He states that if licensing red tape can be reduced and other forms of signal processing (for example, spread spectrum) allowed, efficiency and lower costs can be achieved through radio or microwave transmission. He also suggests that users' privacy should be protected and that to aid in this there should be federal licensing of system personnel.

26 Barber, Richard J. et al. Issues in Communication Planning for Hawaii. Honolulu: Hawaii Research Center for Futures Study, 1975. 50 pp.

The introduction draws attention to the fact that after having become accustomed to a scarcity of resources, communication planners in Hawaii can now expect abundant communication resources. Nevertheless, while planners are beginning to know how to shape communication policy to ensure that human needs are served by communications technology, not enough is yet known about human communication needs to define technical and operational requirements.

In this paper the authors examine communication needs, resources, technology, policy, and planning issues in general, and especially as they relate to Hawaii. They conclude with a number of specific questions and they invite the people of Hawaii to give these questions some thought and to participate in public discussion of planning issues.

27 Barney, Ralph Dale. "The Mass Media, Their Environment and Prospects in Western Polynesia." Ph.D. dissertation, University of Missouri, 1971. 447 pp.

Barney's basic premise is that a highly developed system of mass communication is essential to modernization and that three alternative attitudes toward mass communication are possible. These are:

1. Lack of understanding, generating suspicion of the mass media and the consequent application of negative sanctions to media operations. If this attitude prevails modernization will be severely limited.

2. An attitude which he terms "pragmatic-libertarian" which allows free discussion, provides "feedback," and aims at consensus support for development programs. This attitude which appears at first glance to be highly beneficial for development has risks, however, since such freedom has sometimes led to the overthrow of governments.

3. The "positive control" attitude, in which the country's leaders have a highly developed understanding of the media and deliberately mobilize public support by manipulating the public in a somewhat

authoritarian manner.

Because studies of mass communication in developing countries have tended to ignore the Pacific region, Barney chose to study Fiji, Tonga, American Samoa, and Western Samoa. National variables were compared and his findings indicate that Fiji has a pragmatic-libertarian orientation, that American Samoa and Western Samoa have slight positive control orientations, and that Tonga has a much stronger positive control orientation. He believes, however, that additional data are required to confirm this. In his attempt to make up for earlier neglect of this area he has included a large section dealing with the early media history in these four countries.

28 Barrett, Hugh. "Health Education: A Campaign for Radio Study Groups in Tanzania." Educational Broadcasting International (June 1974) 90-92.

This is an account of the use of radio study groups in a health education campaign throughout Tanzania in 1973. Barrett discusses the way in which the campaign was organized and its aims and objectives. Both books and radio were used despite a high rate of illiteracy, and books were given to all group members, whether literate or not, so that the health education campaign was thus able to supplement the national literacy campaign. Discussion was a very important part of the campaign, and the group leaders were not teachers but discussion leaders. Since study groups were also seen as training in democracy, all members contributed to decisions about how the studies should be conducted. Many of the programs consisted mainly of ordinary people telling about their experiences, because this was considered to be an effective way of stimulating discussion.

29 Bartlett, D., et al. Telecommission Study 3 (b): Communications and the Canadian Assistance Program for Developing Countries. Ottawa, Canada: The Department of Communications, 1971. 59 pp.

This report reviews Canada's past and present participation in telecommunications projects in developing countries, with reviews of the activities of Canadian International Development Agency, Canadian Broadcasting Corporation, Export Development Corporation, International Development Research Center, National Film Board, and Department of Communications.

A section on the role of telecommunications in development surveys the developmental process, the roles of traditional communications, the role of telecommunication in transportation, and the implications of technological developments.

Factors affecting the planning Canada's future assistance in terms of communication equipment, information services, regional educational and training facilities, consulting services, etc., with conclusions and recommendations are noted.

Appendix A provides information on the following multinational organizations: Asian Development Bank, Caribbean Development Bank, Inter-American Development Bank, The World Bank Group, United Nations Development Program, International Telecommunications Union, UNESCO. Appendix B: Pre-Investment Survey, Statement by Mr. M. Mili, Secretary-General of the ITU.

Appendix C presents the report by F. L. Goodship titled "Communications and Development in the Seventies," which was originally published in 1970 by UNESCO. Goodship's report discusses the process of mass communication, and its role in development, with special emphasis on radio and television.

30 Bar-Zakay, S. N. Policymaking and Technology Transfer: The Need for National Thinking Laboratories. Santa Monica, Calif.: Rand Corporation, 1970. 23 pp.

Bar-Zakay discusses "better" policy making and "more efficient" technology transfer, explores what is needed for their achievement, and suggests a mechanism for improving the two processes. Intercontext information is defined, and its importance in decision making, policy making, technology transfer, and education is pointed out. A distinction is drawn between "incidental technology transfer," which is initiated by the donor, and "organized technology transfer," which is initiated by the recipient. National thinking laboratories should be established to promote organized technology transfer and to act as catalysts to organized policy making. Their objective should be to match needs in one context to capabilities in another context. National thinking laboratories are most urgently needed, particularly in developing countries.

31 Bauer, Raymond A. and Kenneth J. Gergen, eds. The Study of Policy Formation. New York: Free Press, 1968. 392 pp.

In this book representatives of various disciplines, including social psychology, business administration, political science, and economics examine policy formation. The book grew out of a plan to produce a series of position papers furnishing the background for the design of empirical research on the process of policy formation. Bauer notes that because policy formation is so complicated it has been resistant to adequate conceptualization and to adequate research. The authors of this book, in some measure, to remedy this.

32 Baxter, William F. "Regulation and Diversity in Communications Media." American Economic Review, 64: 2(May 1974) 392-99.

Baxter is concerned with the differences in governmental attitudes toward the various media in the U.S. While a tradition of freedom of the press has evolved, the electronic media have been subjected to government regulation, via the FRC, and later, the FCC, for several decades. The justification given for this is that of spectrum scarcity, and because of this each station is required to offer a balanced selection of viewpoints. Baxter would prefer stations with differing viewpoints which together would provide an aggregate pattern of balance. Moreover, since the present regulation has rarely been invoked with operational consequences, some broadcasters have ignored it and some others have afforded it only a ritualistic observance, both of which defeat the intention of the ruling. He is also critical of FCC's doctrine of localism since more powerful regional stations could result in a less wasteful use of the spectrum. In conclusion he contrasts two kinds of possible government intervention in electronic media, the "fairness" type and the "access" type. If government intervention must exist, he would prefer that it be the former kind, for the exercise of the prerogative of free access allows those who control the electronic media to intrude on a captive audience since random access and the opportunity for scanning which are available to the users of the printed media are not available to the users of the electronic media.

33 Becher, F., ed. "On the Economies and Finance of Communication Services; Economic Evaluation for Decision-making." Mimeographed. Paris: UNESCO, 1974. 10 pp. COM/WS/369.

"Most of the material contained in this paper was contributed by the participants of a working group on economic evaluation established during a meeting of experts organised by UNESCO in July 1972 to discuss communication policies and planning (Cf COM/MD/24).

"Some of the practical issues (e.g., how to cut corners where data are poor or objectives ill-defined) were reviewed at a subsequent UNESCO meeting in October 1973 dealing with the management and planning of new communication systems (OCM/MC/29)."--Introduction.

34 Bell, Geoffrey. "Talking and Listening: Problems of Communication in Rural Communities in Developing Countries." Educational Broadcasting International (March 1971) 12-15.

Among the problems which Bell discusses are that frequently town-based people, whether project administrators, communication specialists, or otherwise, just do not see things from the rural person's point of view. Moreover, some have a tendency to assume that the same message will do for several different kinds of communities. Frequently it will not.

The effectiveness of television in rural communities in developing countries is limited by the cost of receivers, but this disadvantage may be offset by the formation of teleclubs and radio forums. The use of printed supplementary material can also be useful when funds are limited, and still projected images can be an effective, but less expensive, method of transmitting some messages. Bell stresses that, irrespective of the method used, feedback is essential and he approves of the Institutes of Mass Communication in India and in the Philippines which are engaged in researching this aspect.

35 Beltran, Luis Ramiro. Communication Research in Latin America: The Blindfolded Inquiry? Paper submitted to the International Scientific Conference on Mass Communication and Social Consciousness in a Changing World, 17-20 September 1974, at Leipzig. 67 pp.

More than 1,000 studies in communication research have been carried out in Latin America in the past two decades. Here, Beltran gives an overview of general communication research up to 1974. He notes areas in which research has been concentrated, topics chosen, results obtained, and gives critiques of methodology and orientation. The conceptual and methodological orientations originating in Europe or in the United States are noted.

A number of the studies have been devoted to the social effects of the mass media, and especially to ways in which they have instilled alien cultural values, and produced uncritical conformity and acceptance of the status quo. Over Latin America as a whole, there has been considerable domination of television by United States interests. Opinions formed after reading newspapers are influenced by American interpretations of news since most foreign news items are contributed by American agencies. Some degree of news distortion in both directions, Latin America-U.S. and U.S.-Latin America, has also been noted.

Some of the earlier research indicated considerable increases in the number of television receivers, while later research showed that this increase was almost totally within the urban areas. All of the mass media gave comparatively little space to developmental information and even when they did the rural development information transmitted was aimed specifically at city-based large landowners.

Beltran has not attempted to summarize the vast quantities of studies relating to problems of rural communication, but he lists a number of summaries published previously. He does draw attention to the fact that attempts through the mass media to encourage the adoption of innovations have had, at most, a minimal influence on Latin American farmers.

He notes that most researchers have chosen either a quantitative or a qualitative approach but only rarely has anyone combined both approaches. Beltran is also critical of much of the work of U.S. researchers, which has tended to overstress mass audience surveys and mass media content analysis. This he sees as more appropriate to market research because it ignores possibly significant latent content and concentrates on the quantifiable manifest content. He agrees with Felstehausen, Havens, and others, that communication must be studied as a subsystem within the broader social system. The role of institutional structures should not be ignored. His final comments deal with the value judgments of researchers. He is equally critical of those who use their research for the purpose of reinforcing the status quo, and of those who use their research for the purpose of producing radical change.

A bibliography with over 300 items is included.

36 Beltràn, L.R. Working Paper for Meeting of Experts, Communication Policies and Planning in Latin America, at Bogota, Colombia, 1974. UNESCO, 14 December 1973. 43 pp.

Beltran develops the thesis of national communication policies in Latin America by defining terms to be used at the conference and discussing the special problems that exist in most Latin American countries. In this area, there is little coordination between the various competing communications media and the government in terms of policies that could be followed to encourage national development. The radio and television media are used predominately to encourage commercial interests and are controlled by an elite minority. Communications facilities to date have mainly served the urban minorities while allowing only minimal access to rural majorities. Thus the establishment of national communication policies is necessary to encourage progressive development that will be acceptable to the majority of producers and users of all communications media in each country. Despite the political leaning of any country in this area, whether it be toward a liberal-capitalistic or a socialistic ideology, the current trend is toward granting the vast majority of the population wider access to economic, political and cultural power. Expanded social participation is not possible without democratizing the communication system. This growth and improvement of each country's communication system and process is directly associated with its general development.

"Policy" is defined as the broad intellectual root without which no organization can be optimally fruitful. "Plans" are concrete policy expressions applied to guide specific sets of behavior in given frameworks of space, time and resources. Both are badly needed to facilitate, support and accelerate Latin America's development.

Beltran explains how to formulate policy, how to implement national communication policies, what research is needed, and how to insure that any policy is systematically reviewed, developed and changed as needs change.

37 Benstead, Gilda, Dick Northcott, and Peter McMechan. "USP Satellite Communication Project: Report for the First Experimental Year." Pre-publication draft. Suva, Fiji: University of the South Pacific, 1975. 56 pp.

University of the South Pacific joined the PEACESAT project in February 1972, and the following year commenced an additional experimental project involving its own Regional Extension Centers in the Pacific region. This extra project was aimed at determining the applicability of two-way voice or data communication to the university's Extension Services program, identifying effective uses for such a link, and estimating the time requirements and comparing costs and effectiveness of a satellite link with other forms of communication. These goals were only partly achieved and the reasons for this are given. The layout and equipment of the main terminal in Suva, problems in regional subterminals, information about users, overall evaluation, and proposed future developments, are also dealt with in this initial report.

38 Besiroglu, Akin. "Forty-eight years of Broadcasting Services in Turkey." European Broadcasting Union Review, 25: 4(1974) 23-25.

The Telephones and Telegraphs Act of 1924 brought the Turkish Radio-Television Establishment into being. Besiroglu describes the services offered up until 1968, the date of the first Turkish television broadcast.

39 Blackburn, Paul Pritchard. "Communications and National Development in Burma, Malaysia, and Thailand: A Comparative Systematic Analysis." Ph.D.

dissertation, The American University, 1971. 428 pp.

The mass media of Burma, Malaysia and Thailand are examined as comparative national systems reflecting both the spread of communications media and the uses made of such resources by the respective countries as of approximately 1970. After describing broad characteristics and apparent national objectives of the three societies, the study first examines official information budgets and organizations and then proceeds to a description of newspapers, periodicals, radio, television, and motion picture behavior from the perspective of communications hardware, imported materials, government regulatory activity, and local media content. Malaysia's mass media system was multi-communal and laissez-faire but its media content tended to be cautious and non-controversial because of communal tensions. More radio and television materials were imported than were produced by the Ministry of Information, thus tending to perpetuate already existing ethnic division.

40 Blum, Eleanor. Basic Books in the Mass Media: An Annotated, Selected Booklist Covering General Communications, Book Publishing, Broadcasting, Film, Magazines, Newspapers, Advertising, Indexes, and Scholarly and Professional Periodicals. Urbana: University of Illinois Press, 1972. 252 pp.

This selective work lists only materials which treat mass media in broad, general terms. It revises, updates, and broadens the scope of the earlier work, Reference Books in the Mass Media, and includes material published up to April 1971.

41 Bolan, Richard. "Emerging Views of Planning." Journal of American Institute of Planners (July 1967) 233-45.

Bolan discusses four planning methods: (1) Systems analysis and simulation--The focus is on planning "models" as opposed to purely predictive devices. Using the computer the model can theoretically evaluate alternatives and can provide information on short-run or long-run effects; (2) Cost effectiveness and program planning--The problem area is broken into individual program "elements"; structure and budget are developed after explicit objective of each program element. Systematic analysis of alternative and likely consequences are examined. The method relies heavily on centralization of authority; (3) Quasi-Keynesian planning--Some national economic planners offer to manage the economy by Keynesian notion of strategic and selective control of key levers in a basically private economy. Planning is strategic intervention, not comprehensive; (4) Ad hoc opportunism--Working within a set of predetermined rules, opportunities to move toward some highly generalized goal are seized as circumstances permit. No particular program is articulated nor any definite schedule set.

42 Bowers, John. "Rural Extension and Information Systems." Agcommunication (January 1974) 22-32.

In this article, Bowers uses the term "extension" to indicate person-to-person communications, in contrast to "information," that is, communication through the media.

He suggests that both "extension" and "information" are necessary for effective communication to the diversified rural population, since each has it advantages and disadvantages. Several diagrams are included showing possible ways of organizing a combined system and some of its component parts. Some information about the kinds of specialists required within the system is also given. The importance of distribution arrangements and of maintenance are stressed. Such a system, in the author's view, should be controlled by a Directorate of Extension and Information.

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43 Boyd, Douglas A. "An Historical and Descriptive Analysis of the Evolution and Development of Saudi Arabian Television: 1963-1972." Ph. D. dissertation, University of Minnesota, 1972. 377 pp.

The author gives a brief history of Saudi Arabia and an account of the early development of wireless telephony and telegraphy and radio broadcasting. He then investigates the reasons for the introduction of television and traces its development from the planning stage in 1963 through 1972. The use of television for promoting national development is also examined.

44 Boyd, Paul D. "Causes and Cures of Communication Neglect in Development Planning." Educational Broadcasting International (March 1975) 5-9.

While most development planners would agree that communication is an essential support for development, analysis of human communication factors is still rarely incorporated into development planning. Boyd gives examples of some misuses of communication, such as noncommunication, miscommunication, and confusing communication, that have occurred in development projects.

Four steps in planning for development support communication (DSC) are then noted and the levels of DSC planning and action considered. It is suggested that the level of real development action is the project level since this is where the involvement and participation of the people affected by the plans can occur. Implications of this for planners and for researchers are discussed.

45 Branscomb, A. W. The First Amendment as a Shield or a Sword: An Integrated look at Regulation of Multi-Media Ownership. Santa Monica, Calif.: Rand Corporation, 1975. 114 pp.

This paper deals with applications of the First Amendment to control over the mass media. It reviews existing and proposed media ownership regulations and considers possible alternative policies. It also attempts to indicate the direction of future government policies. The author suggests that since a free marketplace of ideas is essential for the preservation of a free society, the development of new technologies should be regarded as an opportunity to reexamine existing regulations and to reconsider basic constitutional protections.

46 Bray, William J. "The Integration of Telecommunications." Australian Telecommunication Research, 7: 3(1973) 5-14.

The author, who is director of research for the British Post Office, strongly favors a multipurpose national network which, he believes, would make the most efficient use of available resources. He is aware of the problems that converting from a telephony-centered network to a multiservice integrated telecommunications network would produce. Among these problems is the major one of replacing the existing and now inadequate plant. His paper outlines telecommunications areas into which his organization may expand in the foreseeable future. He gives economic, operational, and technical reasons supporting the proposed changes, and observes that in view of the substantial human, financial, and material resources involved, and the impact that such changes would have on the national economy, the telecommunications industry and the administration would need to cooperate for such a plan to be successfully realized.

47 Brett, P.R. "Aspects of Future Telecommunications Services of Particular Relevance to Australia." Australian Telecommunication Research, 7: 3(1973) 30-35.

Brett discusses progress made by the Australian Post Office Research Laboratories in several fields of telecommunications research. He also gives information about the National Telecommunications Planning group, and notes the need for increasing involvement in the sociology of communications if planning is to have satisfactory results.

48 Bretz, Rudy. Media for Satellite Communication. Santa Monica, Calif.: Rand Corporation, 1975. 20 pp.

There are now at least thirty different media and multimedia combinations available for sending messages via a satellite. Bretz notes that, by providing new applications of communication media, satellite transmission may stimulate significant media development. His present article, however, is mainly concerned with dividing existing media into eight classes and with describing them in greater or lesser detail. He praises particularly the semimotion technique which he considers to be both inexpensive and dynamic.

Bretz questions that the use of live telecommunication media and comes to the conclusion that, except for providing an inexpensive distribution system for recorded materials, reasons for the use of live telecommunication media are comparatively rare, and, moreover, almost never found in instructional television. For interaction between two or more persons or groups, however, live broadcasting is seen as a necessity.

49 Bretz, Rudy. "Public-Access Cable TV: Audiences." Journal of Communication, 25: 3(1975) 22-32.

The FCC is presently requiring all new cable television systems in major markets to operate up to twenty channels, so that transmission time will be available to anyone who wants it. It is suggested here that cable television is providing access by the public, but not necessarily to the public. Bretz mentions a thirteen-channel cable television system in Pennsylvania where three of the stations were found to be attracting about 84 percent of the audience. For a local public access channel to attract more than a small percentage of the audience it appears necessary for the public access staff to mobilize their audience. Many communities have responded to the FCC invitation to use public CATV channels, but if the users continue to think of their channels as mass media enabling them to reach the general public they may be disillusioned when they realize how small a "public" they are actually reaching. Bretz suggests that if community cable users use broadcast television channels when they need to reach the public and nonbroadcast cable television channels only when these channels are appropriate, such as for internal communication purposes within a small community, then cable television is more likely to become a viable public service utility.

50 Bretz, R. and L.A. Dougharty. Two-way TV Teleconferencing for Government: The MRC-TV System. Santa Monica, Calif.: Rand Corporation, 1974. 167 pp.

This report is intended for planners who may wish to implement a similar system. The Metropolitan Regional Council's two-way, multilocational, interactive television system involves government officials within the New York-New Jersey-Connecticut area. From nine locations they can conduct business meetings via television through a central facility. MRC plans to extend this to seventeen locations and each of these will also be able to interact with outlying sublocations in its own area, such as hospitals, police and fire stations, etc. The authors give the history, equipment design, operations, and day-to-day problems of the MRC-TV system, and include a cost model.

51 Brewer, G.D. Dealing with Complex Social Problems: The Potential of the "Decision Seminar." Santa Monica, Calif.: Rand Corporation, 1972.

Complex policy problems may be dealt with by a group of specialists using a decision seminar. This paper deals in detail with the specific procedures used. Methodological flexibility, critical imagination, and orientation toward the future are emphasized in these seminars which often extend over several years. Brewer gives information also about some previous seminars dealing with political development.

52 Bures, Oldrich, ed. Developing World and Mass Media. Prague: International Organization of Journalists, 1975. 128 pp.

This volume presents six papers presented at the International Scientific Conference of the International Association for Mass Communication Research held at Leipzig, GDR, September 1974. The Theme of the conference was "The Contribution of the Mass Media to the Development of Consciousness in a Changing World."

"Mass Media and Developing Nations: A Global Perspective of the Present State of Mass Communication and Its Research," by Kaarle Nordenstreng. The author lists four features of mass communications today: (1) imbalances of resources between have and have-not countries, (2) imbalance of flow of communications between a few dominant Western powers and most of the nations of the Third World, (3) the irrelevance of content to the social and cultural problems encountered by these countries, and (4) the fundamental difference that the social system of a country makes for the operation of the mass media. He makes special mention of the unique problems that the socialist countries (which make up one-third of the world's population) face in regard to the first three features of mass communications. He stresses the growing awareness and reevaluation of communication needs for national development, and the alternatives to the present state of development, by the less-developed nations of the world.

"The Press in the Developing Countries of Asia and Africa: Its Social and Class Character and Function," by Azad K.T. Ibragimov. The author studies the press in terms of its sociopolitical activity, and lists five basic types of press: the press of the national bourgeoisie, the revolutionary-democratic press, the communist press, the press of local monopolistic capital, and the press published by foreign monopolistic corporations. (The first three are national presses.) The press in the young countries of Asia and Africa is heterogeneous. The defining of press and other forms of mass communication by a sociopolitical label is necessary to understand its role in the national and social liberation of the nations of the former colonial countries. Then the transformation of the press into a progressive social force for socialistic purposes can begin.

"Mass Media in the Developing World: Four Conundrums," by John Lent. In this paper, four puzzles concerning mass media are identified, along with some possible solutions. The puzzles (or conundrums) are (1) making mass media economically and culturally practicable for developing nations; (2) having media better serve the interests of the masses, not just elites and white-collar groups; (3) resolving the conflict between press freedom and development journalism, and (4) designing mass media theory and research appropriate to the developing world.

Other articles stress mass-media problems in sub-Saharan Africa, communication research in Latin America, and the formation and development of national languages and their importance for the creation of indigenous mass media in Africa.

53 Busignies, Henri. "Trends and Research in Telecommunications: The Future in the Year 2000." Australian Telecommunication Research, 7: 3(1973) 40-47.

Busignies reviews both the present state of communication technologies and expected developments. He mentions areas in which he recommends the introduction or expansion of research. The dangers of improper use of telecommunications, the benefits of two-way communications, and the need for planning of interactive television systems in a way which will ensure that they provide balanced information and a satisfactory opportunity for feedback are also discussed.

54 Butt, M. Naeem. Preliminary Proposal for a Communication Programme to Support the Health Education Programme with Special Emphasis on the Rural Water Supply Programme in Pakistan. Bangkok: UN Development Support Communication Service, 1970. Mimeographed. 31 pp.

This report gives a brief background on the objectives and achievements of the Rural Water Supply Programme, discusses some of the problems encountered, and some of the socioeconomic factors that have contributed to these problems. The report goes on to outline the different communication aspects of the Health Education Programme, the existing channels of communication and, finally a proposal for a support communication program.

55 Büyükersen, Yilmaz. "Turkey's Pioneer Project in ETV." ABU Newsletter, 104(May 1974) 15-16.

The Institute of Educational Television in the Academy of Economic and Commercial Sciences at Eskisehir has plans to make its ETC system available to academies in other Turkish cities. Later it is hoped that there will be an exchange of videotapes with a number of European universities. Since television has been introduced comparatively recently in Turkey there is a shortage of technicians and producers, and the Institute plans to remedy this with appropriate training courses.

56 Byrnes, Francis C. Where Does Change Begin? Communication Strategies and Objectives in Development Programs. Paper presented at the International Rice Research Institute, 16 November 1967, at Los Banos.

Mimeographed. 21 pp.

Describes how the communication process is used to reach the goals of agricultural development. Discusses the issues of communications in these efforts: audiences, behavioral or performance objectives, perspective on mass communication. Suggests finally how to employ the ideas set forth to improve training and information activities.

57 Campbell, Robert D. and LeBlanc. "An Information System for Urban Planning." Urban Renewal Administration, Housing and Home Finance Agency. Urban Planning Bulletin No. 1. Washington, D.C.: U.S. Government Printing Office, n.d. 96 pp.

This publication is the final report of The Urban Planning Data Systems Project conducted by the George Washington University, which studied information problems faced by a suburban planning agency. The information system described in the report was designed specifically to provide useful data to urban planners. The planning process is outlined as comprising of four factors: goals, as expressed in individual and community needs; standards, including both national and local; design, including modeling and design evaluation; and implementation. Also included are specific steps in the evolution of an information system for planning.

58 Canadian Radio-Television Commission. Bibliography: Some Canadian Writings on the Mass Media. Ottawa: Information Canada, 1974. 99 pp.

This bibliography was prepared by the journalism department, Université Laval, Québec, and the research brance, Canadian Radio-Television Commission. It lists over a thousand items about Canadian mass media, by Canadians, or by authors living in Canada. General reference works on media are included, in addition to studies on the sociology, history, politics, and economy of the media. While the focus is primarily on Canadian material, some non-Canadian items that the compilers consider indispensible to students of the media are listed.

59 Cantanese, Anthony J. and Alan W. Steiss. Systemic Planning: Theory and Application. Massachusetts: Heath Lexington Books, 1970. 376 pp.

Systemic planning is theory with real world applicability in terms of providing one way of looking at the planning process. Systemic planning is a new science, a hybrid of general systems theory, systems analysis, operations research, decision theory, cybernetics, and urban and regional city planning.

Main components of the book are (1) general theory of systemic planning which serves as a base for the remainder of the book; (2) common applications of the systems approach to urban problems with particular applications discussed in reference to the PPBS system (planning-programming-budgeting-scheduling system); (3) physical development models and tools used in systemic planning for urban and regional development problems--with particular emphasis on physical development; and (4) the context or environment in which systemic planning must function, including real-world political, social, and economic environment.

Prospects for the near and distant future are presented in the summary as well as directions for action and some suggestions for future steps. Numerous tables are also given to help support examples and models cited in the book.

60 Carpenter, M. B. Cable Television. Santa Monica: Rand Corporation, 1973. 2 vols.

The first volume, Uses in Education, gives the history of cable television in education, and notes that its use so far has been comparatively limited. The warning is given that promising uses of educational cable television may be prevented if entertainment and other commercial services develop more rapidly than educational services.

The second volume, A Guide for Education Planners, presents step-by-step procedures for the education planner. Both planning and implementation of a cable television project are discussed.

61 Carpenter, M. B., et al. Analyzing the Use of Technology to Upgrade Education in a Developing Country. Santa Monica, California: Rand Corporation, 1970. 150 pp.

Educational television is the medium under consideration and Colombia is the developing country. Colombia was chosen for the study, which was aimed at developing a methodology for educational planning, because it has a relatively extensive educational television project already under way, and could thus provide data unavailable elsewhere.

The interrelationship of the chosen medium with the entire educational system and alternative means of improving the system were considered. All these alternatives required more teachers and more schools and were, therefore, more expensive than the use of ETV. The authors consider that a system using ETV needs half the number of teachers that a traditional system providing the same level of education would require, or alternatively, that without increasing the number of teachers the educational system can be considerably improved.

62 Carpenter-Huffman, Polly, Richard C. Kletter, and Robert K. Yin. Cable Television: Developing Community Services. New York: Crane, Russak, 1975. 276 pp.

This extremely comprehensive book covers public access (Kletter); applications for municipal services (Yin); uses in education and a guide for educational planners (Carpenter-Huffman). Carl Pilnick has contributed an appendix covering (1) a comparison of the costs of ITFS (Instructional Television Fixed Service) and cable systems for supplying educational/instructional television channels to schools; and (2) major sources of instructional TV programming.

In the section aimed at educational planners, Carpenter-Huffman compares the means of distribution, discusses cable television franchises, gives an overview of the implementation of a cable television project, details the planning of both in-school and out-of-school projects, and describes the planning of evaluation for innovative projects.

63 Cassirer, Henry R. "Listening/Viewing Groups: Challenge and Obstacles." Educational Broadcasting International (March 1971) 19-23.

The success of group radio sessions in a Senegalese village was studied. While parochial administration and the lack of coordinated planning presented problems, it was found that programs heard in this way were often given great attention. Furthermore, interaction was stimulated, and understanding improved. Cassirer observes that effective planning remains the key to the most effective sessions.

64 Cassirer, Henry R. and Carlos V. Penna. Communication in Rural Areas. Paris: UNESCO, 1973. (ED-73/CONF. 506/12). 24 pp.

This paper is divided into two chapter. Cassirer's subject is communication in agricultural education, training, and extension, while Penna writes about library and documentation services for rural areas of Latin America.

Cassirer recommends a wide-ranging viewpoint. Those involved in agricultural education and training should, he believes, also have knowledge of the formal educational system and of the entire communication process. An awareness of the preoccupations and potential of the people, as well as their culture and conditions is necessary--but is sometimes neglected by a policy-making elite. Attention should also be given to the three interrelated dimensions of communications, which he terms "from top to bottom," "from bottom to top," and "across." All are essential if the result is to be rural development. Dialogue and interaction are implied by communication and should be kept in mind when considering policies.

Penna is critical of the standard of libraries, documentation services, and education in Latin America's rural areas. The emphasis is on textbooks, and the habit of reading is not widespread. Average number of years in school and literacy rates are both low. He visualizes a new kind of expert, the educational documentation specialist. He suggests that these specialists could collect together all the communication media and information sources available in their areas, and that the resulting rural centers could belong to a national network which itself could be part of the educational system.

65 Cater, Douglass. Anatomy of a Government Document: The Cabinet Committee Report on Cable Communications. With excerpts from the dialogue. Aspen Institute Program on Communications and Society. Conference on Cabinet Committee Report on Cable Communications, Washington, D.C., January 16, 1974. 10 pp.

The remarks of Cater and others are part of a critique of the Whitehead Report. Cater also briefly summarizes the report, and notes that it has attempted to maintain political balance by seeking to provide inducements to almost everyone, in the long-term future. The report recommends that federal regulation should be largely removed after fifty percent of the nation's homes are wired, and that cable operators should become common carriers for most channels. A revision of copyright laws is among other recommendations. Cater warns that the report still has to survive the legislative process, and that cable television must prove that it can offer new programs and services and not just multiply existing services.

66 Centre for Educational Development Overseas and the Commonwealth Secretariat. New Media in Education in the Commonwealth. London: Commonwealth Secretariat, 1974.

This report is prepared by a CEDO research team. The first part of the report presents information on education and broadcasting facilities in the commonwealth countries. The second part contains nineteen case studies selected from the projects listed in part one.

The case studies are presented in four categories: (1) correspondence education, (2) eduational radio, (3) educational television, and (4) centrally coordinated resources for teaching and learning.

Each case study provides the historical background of the project, rationale for the introduction and development of communication media, organization staff, finance, and future plans.

67 CEPTA Television. Projects & Research: A Survey on CEPTA Television's Programming Priorities. Singapore: Centre for Production and Training for Adult Education Television, 1973. 38 pp.

Discusses the influence of CEPTA TV programs on the national priorities of educational planning in some Asian countries on the basis of a total of twenty-seven replies from seven Asian countries (Hong Kong, Indonesia, Malaysia, Philippines, South Korea, Taiwan and Thailand).

68 Chaffee, Steven H. and Fausto Izcaray. Models of Mass Communication for a Media-Rich Developing Society. Madison: University of Wisconsin, Mass Communications Research Center, 1975. Paper presented to World Association for Public Opinion Research Congress, Montreux, Switzerland, 1975. 21 pp.

The authors have noted the emergence of contrasting models of mass communication in developed and developing countries. In this paper they test the applicability of several models, mainly those which have been successfully applied in post-industrial nations, in a regional urban center in Venezuela. This country is one with many social attributes commonly found in developing countries, but one which also has an elaborate and professional mass media system. They come to the conclusion that these models have only limited applicability in Venezuela. Nevertheless, they consider that the use of these conceptual models provided them with a useful set of organizing variables for assessing the extent to which social processes depending on mass communication approximate the post-industrial patterns in countries which have not reached that stage. They conclude that in such societies, media availability is a necessary, but not a sufficient, condition for modernization.

69 Chander, Romesh. "Satellite TV comes to India." Indian Press (May 1974) 37-39.

Chander writes about the then about-to-be launched ATS-F project. Through ATS-F, television and radio programs were for the first time transmitted directly to receivers, instead of having to go through intermediate earth stations. The Satellite Instructional Television Experiment (SITE) was designed to test television's efficacy in modernizing agriculture, controlling population growth, upgrading and expanding education, and improving both national integration and the quality of rural life. Some of the programs were planned to share a visual component but to have two audio components to enable them to be shown in two states which have different predominant languages. The villages receiving satellite television transmission during the experiment will continue to have a television service, through terrestial transmitters, after completion of the experiment. Chander mentions some of the factors considered when selecting the experimental villages, and notes the possible impact of television on the villagers. He stresses that pretesting programs before starting large-scale production of programs is essential, and he lists some tentative conclusions regarding programming techniques that may be inadvisable if aimed at unsophisticated audiences.

70 Chapman, J.H., et al. Telecommission Study 4(a): The Future of Communications Technology. Ottawa, Canada: The Department of Communications, 1971. 233 pp.

This study is primarily hardware-oriented, reviewing the changing communications technology that can be expected in Canada for the period 1970 to 1990. Media use projection graphs are presented along with hardware descriptions and systems implications.

Appendixes include "Terms of Reference"; "Basic Technology"; "The Domestic User--Broadcasting";

"Future Technology Advances and New Systems Concepts"; and a report by Eugene Rostow titled "Precis of Staff Paper One--A Survey of Telecommunications Technology," originally published by President's Task Force on Communications Policy, Washington, D.C.

71 Chatterji, P.C. "AIR: Programming Planning for a Countrywide Network." Indian Press (May 1974) 35-36.

The deputy director-general of All India Radio (AIR) describes the development of radio broadcasting in India. Regional stations have been responsible for catering to the linguistic and cultural needs of their areas, while news broadcasts, parliamentary reviews, and national programs of talks, music, etc., have been provided at the federal level. Plans were drawn up for a national service which, it was believed, would assist national integration by including plays and other features in regional languages. Some of the arguments in favor of such a national service have been that the present system of providing federal news broadcasts in the main languages uses up much of the peak listening time which could otherwise be used by the regional stations for other kinds of programs, and that people migrating to a region where a different language predominates are frequently unable to hear broadcasts, other than news items, in their own language. At the time this article was written, however, these plans for a national service had been vetoed by the planning commission because of lack of funds.

72 Chavan, J.P. The Mass Media: Their Use in Agricultural Training, Education, Extension and Information Services. Paris: UNESCO, 1973. 16 pp. (ED-73/CONF. 506/11).

The development of the mass media provides a challenge to traditional principles of education and training. A new kind of educational policy is required. Chavan quotes the recommendation of the 1970 World Conference on Agricultural Education and Training, that teachers should receive training in communication techniques and in human and social aspects of the cultural environment, and he observes that policy makers should ensure that the mass media serve humanity rather than making people servants of technology. Development of, and respect for, the individual are important, and should be kept in mind during the rapid social changes which will take place in previously isolated areas.

In conclusion, he suggests that if international agencies collaborate to produce an overall plan, and then ask various other bodies concerned with mass media problems to cooperate, the result might be the introduction of some order into mass media usage and further coordination in the field of agricultural training and extension work.

73 Chideya-Chihota, Lucas M. "A Unified Educational Television Service for Zambia." Ph.D. dissertation, Syracuse University, 1972. 310 pp.

The author analyzes the Zambian educational system and demonstrates that, given the existing financial and manpower constraints, the system will continue to be inadequate if changes are not made. He proposes a unified nationwide television network. He considers not only the educational advantages of such a system but also its potential for promoting modernization. An analysis of some major cultural and psychological Zambian values is made, and based on this analysis, recommendations for the design of instructional strategies are made.

74 Chilangwa, Wilfred B. "The Growth of Educational Television in Zambia." Educational Television International (March 1970) 66-69.

The Zambian Ministry of Education introduced an experimental educational television service in 1962, but its use was mainly confined to the European schools. In 1966 programs of greater relevance to the African schools were provided when locally produced material became available. Chilangwa includes details of the program planning and coverage.

75 Childers, Erskine. Planning the Human Communication Environment of Social Work Training and Social Welfare in Asia. Mimeographed. ECAFE/UNICEF Workshop on Social Welfare In-service Training. Bangkok: UN Development Support Communication Service, 1970. 15 pp.

In this paper, the director of the Development Support Communication Service introduces, defines, and illustrates the concept of the "human communication environment" and draws some major implications for planning the "human support communication" for social work training and social welfare. The paper does not attempt to discuss the pedagogy of in-service training for social welfare workers, only the support to that pedagogy that may be secured through planned use of modern techniques and materials in human communication.

Thus, Part B of the report identifies and explicates twelve guidelines for such kind of support communication for in-service training. Part C deals with support communication for the larger environment. Part D deals with support communication for development with decision makers and senior civil servants as the target audience.

76 Chisman, Forrest P. The Future Directions of Political Mass Communications Research. Palo Alto, Calif.: Aspen Institute Program on Communications and Society, 197? 11 pp.

Chisman discusses three directions in which recent reviews have indicated that research on the relationship of politics to mass communications is evolving. Briefly, these are toward an increasing emphasis on the influence of the social and interpersonal context within which the recipient makes use of communications; toward an increasing emphasis on the individual as an active participant in determining the effects of mass communication upon him; and toward an increasing emphasis on the way in which mass communications affect the information environment upon which individuals and groups base their attitudes and opinions.

Chisman suggests several other perspectives which he believes merit the attention of researchers. The main thrust of his paper, however, is that political mass communication research should study all aspects of a particular communications system simultaneously, and that to do this effectively interdisciplinary research teams are required.

77 Chitnis, E.V., et al. Indian Project--Satellite Instructional Television Experiment (SITE). Bombay: Indian Space Research Organization, 1971. 16 pp.

This paper deals with the proposed India-U.S.A. Satellite Instructional TV Experiment, concerned with direct broadcasting to augmented television sets. A description of some of the pilot projects undertaken for research and development is given, and problems related to the development of instructional materials are also discussed.

78 Chu, Godwin, Syed A. Rahim, and D. Lawrence Kincaid, eds. Communication for Group Transformation in Development. Honolulu: East-West Communication Institute, 1976. 440 pp.

Presented at the 1975 Advanced Summer Seminar, these papers and discussions examine, first, how communication alters the social relations within a local group and creates a new structural context so that group members can achieve efficient use of people and resources and equitable distribution of rewards; and second, how the transformed group may function as an active, participating unit in the broad intergroup networks of a changing society. The volume is divided into four sections: "Theoretical Issues," "Empirical Studies of Groups in Action," "Methodological Perspectives of Group Analysis," and "Panel Discussions on Research, Policy, and Alternatives."

79 Clark, David G. and Earl R. Hutchinson, eds. Mass Media and the Law: Freedom and Restraint. New York: Wiley-Interscience, 1970. 461 pp.

While the emphasis is on U.S. law as it relates to mass media, the book illustrates legal aspects which could be applicable in other countries. Legal strengths and weaknesses are examined to show, on the one hand, how the law enhances freedom of expression and, on the other hand, how it also restrains freedom.

80 Clergerie, B. Arab States: A Regional Satellite for Education, Communication and Culture in the Service of Development. Paris: UNESCO, 1973. 47 pp.

This is the report of a complementary mission which followed the 1970 UNESCO mission. This mission was concerned with the possibility of regional cooperation among the Arab states with regard to satellite communication. The report is divided into the following sections: areas of concern and areas of reference, aims and options, and infrastructure and existing or planned institutions; existing or planned regional and subregional operations in communication, education, science and culture; necessary conditions for the establishment of the institutions; training schemes and operations on which an effective use of the mass media at regional and subregional level depends, and recommendations.

81 Clippinger, John H. Who Gains by Communications Development: Studies of Information Technologies in Developing Countries. Program on Information Technologies and Public Policy. Working paper 76-1. Cambridge, Mass.: Harvard University, 1976. 120 pp.

The author observes that although much attention has been paid to the potential benefits of the new communication services, not enough attention has been given to the distribution of these benefits. Recent research indicates that most of the benefits have served only the established interests, and sometimes have even been detrimental to the poorer sections of the population.

The countries referred to in the title are Algeria and El Salvador. Algeria is a socialist country committed to a policy of just distribution of income. Extensive telecommunications development is taking place there. El Salvador was the first developing country to use educational television on a large scale in its educational system. The case studies indicate that the governments of these countries were the principal beneficiaries. Intended benefits--an increase in subprofessional employment for El Salvador students, and production of an equitable distribution of income in Algeria--failed to materialize. In both countries it appears that the technologies influenced the social policy

Clippinger argues that the rural and urban areas of Algeria may have been further isolated from each other by the developing telecommunications infrastructure. In El Salvador educational television has created expectations which the economy of the country cannot satisfy. Moreover, both countries have incurred large debts to pay for their communication projects.

It is suggested that perhaps the nature of telecommunications and of ETV technology have had some effect on these unsatisfactory outcomes. A technocratic elite is required and the interests of this elite may be quite different from those of the people whom the technologies are intended to serve. Furthermore, such technologies are capital intensive and relatively sophisticated and therefore frequently require outside assistance as well as government control. Before such technologies can be effectively used for development, the political, social, economic, cultural, and institutional factors will have to be more thoroughly investigated and the implications of the technology better understood. Different forms of project organization and implementation may also improve effectiveness.

82 Colpitts, Andre B. "Use of Input-Output Tables for Analysis of Communication Needs of Developing Countries." M.S. thesis, Massachusetts Institute of Technology, 1974. 156 pp.

Colpitts compares levels of communication usage and economic development in thirteen countries, using interindustry transaction (input-output) tables. The countries chosen were Belgium, Finland, France, Germany, Greece, Italy, Japan, Korea, the Netherlands, the Philippines, Turkey, the United States, and Yugoslavia. The value of total communication was found to be directly linked to total production, and the same industries were found to be the prime users of communications in both developed and developing countries. A comparison of the demand structure of both types of countries revealed the inadequacy of present communication systems in the developing countries and indicated that it would be desirable for these countries to have nearly two-and-a-half times their present communication capacity.

83 Colton, Frank V. "The Appalachian Education Satellite Project." Audiovisual Instruction (March 1974) 6, 8-9.

Colton gives a brief description of a project, based on the ATS-F satellite (the one that was later to be used in the Indian SITE experiment), that enables teachers in Appalachia to improve their teaching and upgrade their qualifications. Other goals of the experiment were to increase the number of people who will continue with their education, and to increase the number who will pursue productive careers. Another aspect of the project involves use of a computer-based information retrieval system.

84 Combs, Peter and John Tiffin. "Problems in Educational Television: Receiver Reliability." Educational Television International (December 1969) 309-11.

The authors detail various problems which arose in a number of African countries after educational television was introduced. They remind those responsible for planning educational television to take account of such things as humidity, temperature, and electricity variation. They point out that a reliable receiver costing $400 may be less expensive in the long run than many sets with an initial cost which is much less.

85 Committee for Economic Development. Broadcasting and Cable Television: Policies for Diversity and Change. New York: CED, 1975. 120 pp.

The CED Research and Policy Committee is composed of business executives and educators who offer recommendations for public and private policy. Here they are concerned with national communications policy, and focus most specifically on commercial broadcasting, public broadcasting, and cable television. They note that the abundance of electronic communications, made possible by cable television, video cassettes, satellites, etc., raises a number of important questions about the roles each of the media should play, and how best the public interest may be served. The difficulty of transition from economic and regulatory policies designed for a time when communication channels were relatively scarce to ones more appropriate for the present time is discussed, and the need for more research, analysis, and experimentation and for greater public participation is emphasized. Among other aspects discussed are the fairness doctrine, television and violence, long-range financing, and the FCC. Throughout the book footnotes refer to what is termed "vigorous dissent" from the majority view of the committee. Also included is a brief guide to new communications technologies, a brief regulatory history of cable television, and five policy imperatives which the committee used as guidelines in developing its recommendations for public policy.

86 Communication Institute, East-West Center. Communication/Journalism Education in Asia: Background and Status in Seven Asian Areas. Background papers compiled and edited by Jack Lyle for Communication/Journalism Teachers Seminar, June 1971. Honolulu: East-West Communication Institute, 1971. 84 pp.

The countries referred to in the title are the Republic of China, Hong Kong, India, Indonesia, the Republic of Korea, the Philippines, and Thailand. The conference participants showed a general concern that courses not stress professional techniques at the expense of basic academic courses because their students were being prepared for careers as professional journalists and therefore needed a sound education. Various problems faced both by practicing journalists and by schools of journalism were mentioned, but despite these problems the speakers were optimistic about the future.

87 Communication Strategies for Rural Development: Proceedings of the Cornell-CIAT International Symposium, March 17-22, 1974, CIAT Headquarters, California, Colombia, S.A. Ithaca, New York: New York State College of Agriculture and Life Sciences. Cornell University, 1974. 278 pp.

This report includes papers on communication resources and strategies for rural development. The working group reports summarize the implication and application of communication strategies. Specific recommendations on research and training advocate (1) communication research at policy making and planning stages of rural development programs; (2) study of communication strategies and their effectiveness or ineffectiveness in rural development projects; (3) focus of the users of information and the interpersonal channels of communication; and (4) training of development administrators, professional communicators, and local level communicators.

88 Communications and Public Opinion in Malaya. Washington, D.C.: Bureau of Social Science Research, American University for the United

States Information Agency, 1954. 95 pp.

A report on the national communication system and public opinion in Malaysia. It covers the geographical, historical, political and economic aspects of Malaya and its people, and deals specifically with public opinion and mass media. Included also is a section on radio broadcasting in Malaya which contains discussions on the broadcasting stations and radio networks in existence, the broadcasting hours, program content and the distribution of radio receivers. A description of the radio audience is given together with an analysis of the factors affecting audience composition.

89 Comstock, G.A. Television Violence: Where the Surgeon General's Study Leads. Santa Monica, California: Rand Corporation, 1972. 18 pp.

It is suggested that more research is needed in connection with television violence. The surgeon general's study indicated that television violence caused children to become aggressive, and Comstock suggests that policy guidance research should include validation studies, field studies and panel surveys. Social and psychological factors both need closer attention. Policy implementation research should cover production, programming and consumer action. This latter term is interpreted broadly to cover ways in which a concerned public can learn of action it can take, and ways in which broadcasters can learn of public dissatisfaction.

90 Coombs, P.H. "Can Communication Satellites Overcome Crippling Educational Deficits in the Poorest Nations?" Proceedings of the Royal Society of London, 345(1975) 591-600.

Can communication satellites contribute to meeting the enormous and highly diversified educational needs in the developing world? Coombs examines this question by using six "down-to-earth" criteria: (1) pedagogical effectiveness, (2) scale of audience coverage, (3) adaptability to audience convenience, (4) suitability of software, (5) organization and management, and (6) economic feasibility.

The author concludes that communication satellites do not show clear-cut advantages over alternative methods. Therefore, the advocates of educational satellites should take a hard look at all the realities involved. Otherwise, they may mislead the policy makers and planners in the developing nations.

91 Coombs, Phillip H. and Ahmed Manzoor. Attacking Rural Poverty. Baltimore: Johns Hopkins University Press, 1974. 292 pp.

A World Bank-sponsored research study on nonformal education in rural development. Educational and communication media and techniques used in a large number of rural development projects in the developing countries are described and analyzed. Some basic conclusions are drawn and specific findings and recommendations are summarized in the final chapter.

The study recommends policies and strategies of rural development that put emphasis on greater integration, decentralization, and equity. On improving educational technologies, the recommendations emphasize self-instruction, production of well-programmed, low-cost print materials; radio broadcasts; and traditional media.

92 Council of Communication Societies. Directory of Communication Organizations, 1970-71. Denver: Council of Communication Societies, 1970. 114 pp.

This directory is the first effort of the Council of Communication Societies (CCS) which was formed in 1969. It lists the major communication associations and societies and communication centers in the United States. Under each listed association or center is its staff, stated purposes and activities, membership information, and publications. The Council of Communication Societies hopes to bring together independent professional societies within the communications field to promote the interests of the profession as a whole. They plan an annual updated index.

93 Cowlan, Bert. "Thinking Small: Some Comments on the Role of Mass Media for Economic and Social Development." Educational Broadcasting International (June 1973) 79-83.

Cowlan offers a number of helpful suggestions for communication planners. Above all, he suggests that planners use common sense. The potential of existing equipment and services should be thoroughly examined before any investments in new but expensive items are made. Often developing radio services along the lines of the short-wave educational broadcasts in the Australian Outback would be more sensible than introducing new television services. Cooperation between the planners of media systems and those who plan the development and delivery of products is essential. Once a demand for something, for example, a new seed, is created, the means to satisfy that demand should be available. The social effects of the media should always be kept in mind. Cowlan is critical of slipshod planning which fails to take into account local conditions, including such aspects as the standard of the mail delivery service, the condition of the roads, etc. Forethought during building construction is advisable--even when electricity is not currently available, new schools should be wired for electricity to save later, and higher, expense. Media equipment should be selected by professionals, and "political" purchases avoided. He recommends duty-free importation of educational materials until locally-produced material is widely available. If the media are to assist with the achievement of national development goals the credibility of the media must be maintained. If used for obvious propaganda the messages will be ignored and achievement of development goals hindered.

94 Cowlan, Bert and Dennis Foote. A Case Study of the ATS-6 Health, Education and Telecommunications Projects. Washington, D.C.: Agency for International Development, 1975. 82 pp.

The authors report on an extensive study of experiments on delivering educational and social services via a geostationary video satellite in the United States. They are concerned with experiments conducted with the aid of the ATS-6 Satellite which, since it was more powerful than previous satellites, needed only comparatively small and relatively inexpensive ground antennas and equipment. This report is intended for planners and policy makers and describes some of the lessons learned during these experiments. Activities studied included formal education at various levels, non-formal adult education, continuing professional training, and health care. It is concluded that the core technology performed reliably and was equal to the demands placed upon it. The discussion covers hardware, software, field support, and management, and a number of recommendations are made.

95 Cripwell, Kenneth R. "Fine, But Will It Work? The

Utilization of ETV in Developing Countries." Educational Television International (September 1970) 168-71.

Cripwell is critical of the way in which educational television has been introduced in many developing countries. He suggests that, despite limited budgets, a more effective use of the available resources might include more spending on backing up the programs with better teacher training, manuals for pupils, and good information campaigns. The tendency to spend mainly on ETV production, rather than on its utilization, frequently results in ineffective educational television.

96 Cuyugan, R. Santos. "Developmental Problems in Southeast Asia: Implications for Communications." In ASEAN Seminar on the Role of Mass Media in the Development of South East Asia, Manila, 1971. Papers and Proceedings. Manila: ASEAN National Secretariat of the Philippines, Department of Foreign Affairs, 1971, 35-50.

Against the historical background of Southeast Asia with its diverse social, cultural and political influences from both the East and West, the paper outlines the crucial problems facing the nations of Southeast Asia today in their aspiration for modernization and development. It also defines the tasks which the communication media must accomplish to orient themselves towards a contributory role in the modernization process.

97 Dalfen, Charles M. "The TELESAT CANADA Domestic Communication Satellite System." Stanford Journal of International Studies, 5(1970) 84-113.

Dalfen presents the issues and the interests involved and the problems that occurred at different stages of the planning and legislation that culminated in TELESAT, and attempts to explain the policies and structures in their domestic environment, while also giving some thought to international factors.

98 Davis, B. E., G. J. Caccappolo and M. A. Chaudry. "An Econometric Planning Model for American Telephone and Telegraph Company." The Bell Journal of Economics and Management Science, 4: 1(Spring 1973) 29-56.

This paper reports on an economic model for corporate planning analysis. The model of the Bell System is developed as a planning tool. The model, called "econometric forecasting model for corporate policy analysis for A. T. & T.," is designed to assist evaluation of the impact of changes in the general economy and other external factors on alternative Bell System policies.

99 Davis, Griffith J. "The Challenge of Educational Technology in Underdeveloped Countries." Audiovisual Instruction (March 1970) 64-67.

Davis briefly mentions projects involving instructional broadcasting in Nigeria, the Ivory Coast, Kenya, and Tunisia, before going into greater detail regarding TELESTAR, the Democratic Republic of Congo's radio and television production center. The educational radio broadcasts began in 1963 and the educational television broadcasts six years afterwards. Language coverage, numbers of regional centers and their staff, sources of foreign aid, the annual budget, types of programs and their aims, and the planned expansion of broadcasting facilities are discussed. Expansion of television is hampered by a shortage of local programming and by the heavy import duties on television receivers.

100 De Fontgalland, Guy. Towards a Development Communication Strategy. Lecture delivered at the Ceylon Academy of Administrative Studies, 21 August 1974, at Colombo, Sri Lanka. Mimeographed. 11 pp.

This paper points out the problems involved in creating a development communication strategy and motivating people to work for their own betterment in Sri Lanka. An effective program of getting people to move and participate in development through the very critical nontraditional channels should be devised. There is a need to get men who are rightly oriented toward such efforts and train them in all the skills of development communication that is available today.

101 de Mercado, John, et al. Telecommission Study 8(d): Multiservice Cable Telecommunication Systems--The Wired City. Ottawa, Canada: The Department of Communications, 1971. 80 pp.

This study investigates the present state of cable telecommunication systems in Canada and projects for a period of about 20 years the probable evolution from the existing systems to future systems that could provide "total" telecommunication for Canadian cities. It also considers the impact of multiservice cable telecommunication systems on urban areas, as well as the implications and advantages of substituting telecommunications for transportation. Bibliography includes a book and a paper section.

102 Defever, Armand. "Radio in Agricultural Extension in Developing Countries." Educational Broadcasting International (March 1971) 24-27.

The problem facing governments initiating radio campaigns to assist agricultural development are outlined, and guidelines for the success of the radio programs are listed.

103 Deininger, Rolf A., ed. Design of Environmental Information Systems. Ann Arbor, Michigan: Ann Arbor Science Publishers Inc., 1974. 422 pp.

The book is a compilation of papers stemming from the Seminar on the Design of Environmental Information Systems held in Katowice, Poland in January 1973.

The papers presented at the seminar are separated into six different sections: (1) general environmental information system; (2), (3), and (4) information systems for air, water pollution control, and solid waste management; (5) information systems in Poland including needs for environmental information; and (6) activities of international organizations in the environmental field.

104 Devitt, Thomas. "Project Proposal and Budget for Pilot Experiment in Rural Television." Mimeographed. Prepared for International Education Development,

California. Cebu City, Philippines, 1973. 187 pp.

The report of a study on the feasibility and cost of using television as a means of educating the rural population of Cebu Province, conducted by the Cebu Redemptorist Missionaries. Also included are an outline of a pilot project in rural television, a schedule of implementation, and the budget estimates for the project.

105 Directory of Communication Centers, Professional Societies, Programs, Publications, and Scholars in the Field of Communication. Kansas City: University of Missouri, 1968.

This directory gives the address, director, goals, and subject coverage for centers and societies, and other relevant communication information as indicated by its title.

106 Dolmatch, Karen. Cable Television Today: Policy and Practice in Europe, the Americas, and Asia. Research Program on Communications Policy Report no. 12. Cambridge, Massachusetts: MIT, 197? 30 pp.

Dolmatch looks at cable television policy and practice in a number of countries and observes that, with a very few exceptions, policy decisions have been responsible for the restricted use of cable television, with local origination often forbidden to protect a national telecommunications monopoly. Development of cable television, ownership, and some other relevant details are given for each country. The title of this paper is somewhat misleading, however. Almost all of the paper deals with European countries. Japan is the only Asian country discussed, and Asia as a whole is given one paragraph. Under "the Americas" can be found Canada and Mexico, but there is no mention of the United States of America.

107 Donahue, Charles L. "The Need for Communication in the Planning and Implementation of Social Change." Cornell Journal of Social Relations (Spring 1971) 115-24.

Planners need to be empathetic toward the people of developing countries. Without empathy, development communication may be structured in a way which automatically ensures its ineffectiveness. Donahue illustrates his viewpoint by presenting a case study of a well-planned health care program in Malaysia. Lectures and slide shows preceded the visit of an X-ray unit.

108 Dror, Y. Accelerated Development and Policymaking Improvement. Santa Monica, California: Rand Corporation, 1969. 10 pp.

Dror analyzes the available knowledge in the development study disciplines, with special reference to policy making and its improvement. He makes seven tentative recommendations for improving policy making and leadership in developing countries.

109 Dror, Y. Approaches to Policy Sciences. Santa Monica, California: Rand Corporation, 1969. 8 pp.

The interdisciplinary field of policy sciences is based on behavioral sciences and analytical approaches, and is aimed at improving public policy making. Dror describes this field, and announces a then forthcoming symposium at which papers dealing with the problems and perspectives of policy sciences were scheduled.

110 Dror, Y. Policy Analysis: A Theoretical Framework and Some Basic Concepts. Santa Monica, California: Rand Corporation, 1969. 24 pp.

Dror notes that systems analysis ignores political needs and established institutions, is unable to deal with irrational phenomena or value conflicts, cannot invent new alternatives, and requires numerous alternatives with predictable results and quantifiable variables.

Policy analysis, on the other hand, is concerned with policy strategies, value questions, understanding and predicting political behavior, and the use of a policy analysis network that combines all dimensions of an issue as revealed by the policy analysis and identifies the main interconnections with other issues and systems. Policy analysis is, therefore, a rational method for making policy choices on social problems.

111 Dror, Y. Some Normative Implications of a Systems View of Policymaking. Santa Monica, California: Rand Corporation, 1969. 25 pp.

Often policy making components may neutralize attempted improvements thus preventing a critical impact threshold from being reached with the result that the planned improvements fail to influence the entire system. The use of general systems theory is therefore suggested.

Dror also makes eleven proposals aimed at improving policy making. These are explicit strategy decisions; explicit learning feedback; better study of the future; encouragement of creativity and inventions;

more analysis; improvement of one-person-centered, high-level decision making; improved training of policy professionals and analysts; improvement of politicians; a distinct "policy science"; teaching "good citizenship" to develop individual judgment capacities; and explicit and systematic meta-policy making.

112 Drury, D.M. White Paper on Domestic Satellite Communication System for Canada. Ottawa: Ministry of Industry, 1968. 94 pp.

The main factors involved in planning and establishing a domestic satellite communication system are reviewed. This White Paper is largely based on the recommendations of a task force appointed in 1967. The satellite system was seen as well-suited to supplement existing telecommunication facilities, and the Canadian government had concluded that a domestic satellite communication system should be established as a matter of priority in view of its vital importance. Drury examines the reasons for the government's conclusion and the manner in which such a policy would be implemented.

113 Dukowitz, James A. The Grand Negotiations: Politics, Satellites, and Decision-making in the International Telecommunications Union. Research Program on Communications Policy Report no. 6. Cambridge, Massachusetts: MIT, 197?. 40 pp.

Dukowitz examines ITU's record of decision making on three issues related to satellite communications, during the period 1959 to 1971. Technological developments have produced two counter-trends: an increased need for cooperative interaction between nations and an increased desire for independence in the less developed countries. Satellite broadcasting, in particular, tends to invoke the concept of cultural imperialism. These needs, desires, and fears are reflected in the discussion of the negotiations of ITU's World Administrative Radio Conferences (WARCS). Despite the increasing difficulty of reaching decisions in the WARCS, the need for cooperation has resulted in decisions based on compromises. How long this kind of decision making can continue is uncertain since present trends indicate that the difficulties will further increase, unless member nations can become less self-interested.

114 Dunn, Donald A. "Policy Issues Presented by the Interdependence of Computer and Communications Services." Law and Contemporary Problems, 34(1969) 369-88.

This paper presents the results of an inquiry of the FCC into the regulatory and policy problems presented by the interdependence of computer and communication services and facilities. The four concerns of this article are (1) cost and quality of data communications services; (2) provision of teleprocessing services by noncarriers; (3) provision of data-processing services by communications common carriers; and (4) privacy. In each of these four sections, the conclusions and recommendations made to the FCC are given at the end of the section.

115 **Encel, S., Cristina Cordero, and Geraldine Lazarus. Communications: An Approach to Forecasting. Consultants' Report to the Australian Telecommunications Commission. Sydney: School of Sociology, University of New South Wales, 1975. 63 pp.**

This report is in three parts: (1) The forecasting process, (2) the growth and distribution of telecommunication services, and (3) forecasting the future.

The report examines the broader issues of future human needs and the theoretical and methodological problems relating to forecasting process, and then applies them to the specific task of forecasting the relationship between supply and demand for telecommunication in Australia.

116 English, H.E., ed. Telecommunications for Canada: An Interface of Business and Government. Toronto: Methuen Publications, 1973. 428 pp.

The Canadian government has been interested in the consequences of the changing technology of communications as witnessed by the establishment of the federal Department of Communications in 1969. Bell Canada initiated the studies on the telecommunications industries and on the related public policies included in this volume. The group of professional researchers brought together for this purpose are labeled the Telecommunications Research Group and has stated in the preface that they are independent of both government and industry because the funds for the project were administered by Carleton University. Hence the results of this study can be viewed as an independent assessment. Part I studies the aims of Canadian telecommunications policy, the structure and behavior of the Canadian telecommunications industry, and policy issues and recommendations. Part II studies an economic framework for policy action in Canadian telecommunications. In Part III, the United States communication industry and its problems are studied for some comparison of how the industry developed and the problems and alternatives it faces. The second half of the book contains some special studies: Telecommunications Technology; Demand and Cost: An Empirical Study of Bell Telephone of Canada; Certain Accounting Aspects of Telecommunications Regulation; Telecommunications and the Federal Constitution of Canada; and Federal Regulation of Telecommunications in Canada.

117 Erskine, Hazel. "The Polls: Government Information Policy." Public Opinion Quarterly, 35: 4(1971) 636-51.

The article includes a temporal compilation of various survey results of public reaction to governmental information policies in the United States including reaction to presidential and other official governmental releases. A chart is also included on world opinion of U.S. information policy.

118 Fagen, Richard. Politics and Communication. Boston: Little Brown and Company, 1966. 162 pp.

A communication approach to the study of comparative politics is presented in this book. Using a functional model of communication, Fagen describes the components of communication networks, the determinants of communication patterns and use, the flow distribution of political images, the adequacy of communication performance for the functioning of political systems, and the relationship between communication and political change. In the final chapter the author examines some political problems relating to the organization and control of communicating systems. He treats some public policy issues of freedom of expression as problems in the organization and control of communication.

119 Feldman, N. E. Interconnecting Cable Television Systems by Satellite: An Introduction to the Issues. Santa Monica, California: Rand Corporation, 1973. 31 pp.

Feldman notes both the difficulty of financing cable television in the United States and the FCC restrictions concerning the importing of distant television broadcast signals. Since neither advertiser-supported nor locally made noncommercial programs are attracting enough subscribers he suggests the use of two-way television. The possibility of competition from home videotapes and videodiscs is also noted. On a more optimistic note, he mentions that experiments into the potential of pay television are beginning.

120 Feliciano, Gloria D., ed. Communication and Development in Southeast Asian Countries. Mimeographed. Quezon City: Institute of Mass Communication, University of the Philippines, 1968/1969(?) 3 vols.

Papers and summaries of the First International Seminar on Communication and National Development sponsored by the U. P. Institute of Mass Communication with the support of UNESCO in 1967. The papers deal with communication and the problems of agricultural development in the Philippines, mass media and nationalism, social factors in urban development, the use of media in political campaigns and in rural education, and the use of traditional media in the development of Asia.

121 Fischer, Heinz-Dietrich, and John C. Merrill, eds. International Communication: Media, Channels, Functions. New York: Hastings House, 1970. 508 pp.

This comprehensive book with more than thirty contributors covers many aspects of communication, including communication systems and concepts, freedom and restriction of communication, the role of communication in national development, propaganda and political communication, cultural communication, supranational communication, flow of news, and research. A five-page bibliography of bibliographies is included.

122 Fishman, Joshua A., ed. Advances in Language Planning. The Hague: Mouton, 1974. 590 pp.

One of the contributors to this volume, Francis Karam, has noted that, although not widely recognized, language planners and mass communication development planners share areas of mutual interest. While this book is primarily for those interested in language planning it allows some of these areas of overlapping interest to come to the reader's attention.

123 Foote, Dennis, Edwin Parker, and Heather Hudson. Telemedicine in Alaska: The ATS-6 Satellite Biomedical Demonstration. Stanford, California: Stanford University, Institute for Communication Research, 1976. 233 pp.

The authors have evaluated Alaska's Applications Technology Satellite-Six Biomedical Demonstration which had the aim of improving the quality of rural health care. The project introduced a centralized, computer-based, problem-oriented medical record system. Video transmission enabled patients in Fort Yukon and Galena, communities without resident physicians, to consult physicians at Tanana and Anchorage. While the authors note several limitations of the Biomedical Demonstrations, e. g. that it was an exploratory field trial rather than a rigorous experiment; that the patient population was relatively small and not completely typical of other areas in Alaska; that concurrent changes in the health care system and the social environment may have distorted the effects of the video consultation service; etc., they still consider that much valuable information about the difficulties and advantages of such a system was obtained. Among their conclusions are that: the equipment used can reliably provide signals of sufficient quality to be useful in health care; useful consultations for most medical problems can be conducted using satellite video channels; satellite video consultation can be successfully carried out by health care staff at all levels, including village health aides; and that in about ninety percent of the cases there was little measurable difference between the effect of video and audio consultation. The authors also make nine major and fourteen minor recommendations, some applicable to Alaska and some with wider application.

124 Friedmann, John. Retracking America: A Theory of Transactive Planning. New York: Anchor Press, 1973. 289 pp.

The author describes this book as "an attempt to outline the elements of a theory of societal guidance in which historical, logico-empirical, and utopian aspects are brought into conjunction."

Friedmann defines planning as the process in which scientific and technical knowledge is related to organized actions for social guidance encompassing both the maintenance and the change of social systems. He distinguishes between two forms of planning: (1) allocative, and (2) innovative.

The allocative planning is basically concerned with distribution of limited resources among competitive users, and oriented toward the maintenance function. It shows four distinct characteristics--comprehensiveness, quantitive analysis, system-wide balance, and functional rationality.

The innovative planning is action oriented and mainly concerned with institutional change and mobilization and organization of needed resources. Both these forms of planning are necessary, but in development planning the latter form is predominant.

There are different styles of allocative planning depending principally on the distribution power in society. Development planning needs to be innovative and to bring about a structural transformation of the relevant "guidance systems." The tasks involve identification and analysis of "collective phenomenon," their institutional sources, formulation of proposals for needed structural innovation, and finally, participation by planners in the action needed to realize the new strategy.

The transactive style of planning "changes knowledge into action through an unbroken sequence of interpersonal relations." It can be used for both allocative and innovative form of planning. The essence of this style is communication between the planners and their clients for mutual learning. The planners contribute theory, analysis, processed knowledge and systematic search procedures. The clients contribute norms, priority, realistic alternatives, initiate knowledge of context, feasibility judgments, and operational details.

125 Friedmann, John and Barclay Hudson. "Knowledge and Action: A Guide to Planning Theory." Journal of the American Institute of Planners, 40: 1(January 1974) 2-16.

This paper is a brief review of the major planning theories as currently taught in American universities. The four major traditions are (1) philosophical synthesis, (2) the tradition of rationalism, (3) the tradition of organization development, and (4) the tradition of empiricism.

The literature on philosophical synthesis deals with a broad integrated view of planning as a social process. The tradition of rationality treats planning as a complex decision-making process of setting goals, formulating alternatives in relation to the goals and outcomes. The tradition of organization development is primarily concerned with organizational change and innovation. Planning is a means for bringing self-transformation through a process of learning. The tradition of empiricism deals with empirical studies of national planning in developed and developing countries.

126 Furhoff, Lars, Lennart Jonsson, and Lennart Nilsson. Communication Policies in Sweden. Paris: The UNESCO Press, 1974. 76 pp.

This publication is part of a series published by UNESCO to study communication policies as they exist at public, institutional and professional levels in selected countries. The method of analysis is somewhat comparable so that the five nations studied may be compared. Sweden's unique communication characteristics are an exceptionally high level of newspaper reading; perhaps the world's oldest tradition of press freedom (due to conflicts being settled by arbitration or negotiation for over thirty years) along with a long-established system of professional self-regulation; and radio and television programming with no advertising allowed due to licenses for radio and television sets paid by citizens that produce revenue to support these media. Topics covered are goals for communication (at the three levels as stated above); mass-media structure (historical and current structure); the government and communication (including newspapers, magazines and periodicals, broadcasting media, films, and some perspectives); the media in operation (containing collective measures, measures on the business level, relations with the public, sources of information, relations between the media); communicators (their education, unions, vocational roles and ethics, and perspectives); communication and the public, and society and concentration of the mass media. The appendix includes socioeconomic tables on population, economy, journalists, newspapers, book production, cinema, radio, and television.

127 General Plan for the Development of the International Network in Africa 1965-1970. Geneva: ITU, 1967. 112 pp.

This plan was prepared by the CCITT/CCIR Joint Plan Committee for Africa at a 1967 meeting in Addis Ababa. It includes numerous maps and statistical data covering telecommunications in 1965 and as projected for 1970 and 1975.

128 General Plan for the Development of the International Network in the Region Asia and Oceania, 1965-1970. Geneva: ITU, 1966. 118 pp.

This plan was prepared by the CCITT/CCIR Joint Plan Committee for Asia and Oceania at a 1966 meeting in Melbourne. It includes maps and statistical data covering telecommunications in 1965 and as projected for 1970 and 1975.

129 General Plan for the Development of the International Network in the Region Europe and Mediterranean Basin, 1965-1968. Geneva: ITU, 1966. 161 pp.

This plan was prepared by the CCITT/CCIR Joint Plan Committee for Europe and the Mediterranean Basin at a 1966 meeting in Paris. It includes numerous maps and statistical data covering telecommunications in 1965 and as projected for 1970 and 1975.

130 Gerbner, George, Larry P. Cross, and William H. Melody, eds. Communications Technology and Social Policy: Understanding the New "Cultural Revolution." New York: John Wiley, 1973. 573 pp.

Perhaps more than at any other time in our history, information and control over communications can be directly associated with economic and political power. This volume discusses the issues and problems of directing the tidal wave of communications technology toward the achievement of public interest objectives. Since a great price has had to be paid for the neglect of the social and enviornmental consequences of air and water pollution in directing the course of a number of technologies introduced in the past, this book is an attempt to understand the processes and measurement mechanisms of communications technology so that the social and cultural implications of this media can more adequately be dealt with in the future.

Part V is of special interest to those who are concerned with understanding the effects of "communication imperialism" on the communication planning of developing nations. Katz's article "Television as a Horseless Carriage" says that TV development in other nations is following its predecessor, radio, and giving more and more hours per day of trivial, imported movies and entertainment shows, thus being very dysfunctional in the role of nation-building and the stimulation of indigenous cultural expression and creativity. Kaarle Nordenstreng and Tapio Varis's article, "The Nonhomogeneity of the Nation State and the International Flow of Communication," states that the biggest communication gap is between the people with power and those without it in any nation, and that the importance of mass communications is being realized by many segments of a nation, thus opening up consciousness of major societal flaws which heretofore were more easily masked by various social control methods. They also demonstrate that the media is a large profit-making segment of any society, regardless of its other roles. In "Authentic National Development versus the Free Flow of Information and the New Communications Technology," Schiller's point is that key technological developments do reflect the social origins of their place of creation, thus are not transferable to other countries as a whole without damage to the receiving nations. No technology is value-free in its development as is shown by radio and television, which clearly reflect commercial interests. Any national policy that limits imported films, programming, books, etc., has to provide far-reaching structural changes in the prevailing domestic economic order in order to succeed. (China is mentioned as an example of this). This section also includes articles on China's experience with socialistic revolution and the mass media.

Part I deals with the fundamental characteristics and capabilities of new and developing technologies, potential new applications of the technologies for providing new kinds of communication services along with benefits or problems associated with these applications. Part II analyzes the effects of specific changes in communications technology on the policy foundations of government regulation and the economic structure of communications industries, apparent limitations of existing institutional arrangements on the formulation of public policy, and opportunities for changing the structure of communications institutions for greater public benefit. Part III studies the relevance of our inherited educational institutions for meeting the requirements of a humanistic education in the society of tomorrow, and the opportunities and limitations of communications technologies for enhancing this educational function. Part IV studies "Urban Communications," emphasizing the broad-band cable and its potential to help solve a multitude of serious urban problems as well as pioneering developments in the utilization of initial cable systems. Part VI discusses the need to develop measures to assess the communications technologies and social and cultural trends. Then policy decisions that reflect consideration of these trends can be implemented.

131 Goldhamer, H. and R. Westrum, eds. The Social Effects of Communication Technology. Santa Monica, California: Rand Corporation, 1970. 38 pp.

This report reviews, in a nontechnical fashion, the principal technological developments that underlie the communication revolution, especially the transistor and the computer. A number of devices and communication subsystems that make use of these developments are described, together with the new capabilities that they permit. The principal discussion centers on possible social consequences of the communication revolution and indicates some policy questions they raise. In some cases changes are already under way. Social effects are discussed in the fields of education, political behavior, crime, economic life, governmental regulatory action, and the quality of life. There is reason for both optimism and pessimism about these various effects, but considerably more analysis, research, and social experience will be required to foresee future developments and enable steps to be taken that will increase the chances of favorable outcomes. Some guidelines are provided for research on the social effects of communication technology.

132 Golding, Peter. "Media Role in National Development: Critique of a Theoretical Orthodoxy." Journal of Communication, 24: 3(Summer 1974) 39-53.

Golding criticizes many of the models of development theory that base their model-goals on the characteristics of West European and North American society from which calibrated indices of underdevelopment are developed. He classifies these theories into three types. The index approach is fundamentally an economic comparison of demographic or economic variables. He states, "These various measures are, of course, not linked together into a total assessment of development, and they are therefore totally unable to capture qualitative changes in social structure." He compares some theories of differentiation and theories of exogenously induced change relevant to media theory in this context. The correlation approach involves either the simple association (for example comparing income, literacy, urbanization or industrialization), or causal models (for example, some aspect of development "takes-off" after a certain level of development is reached). The diffusion approach is one in which certain amounts or kinds of media exposure are expected to produce various social changes. Golding discusses the underlying assumptions about the superiority of the Western development that are implied in many of these theories.

133 Goto, Kazuhiko. "Access, Participation and Editorial Control." In Studies of Broadcasting: An International Annual of Broadcasting Science, pp. 5-20. Nippon Hoso Kyokai, 1975.

Broadcasting planning has tended to follow either of the following approaches: planning based on the development of broadcasting techniques, or planning based on the prediction of information needs. Goto notes the intrinsic defect of the first of these, that it is impossible to determine from the technique itself just what users' future information needs may be. On the other hand, the second approach often has been based on interviews with users and this, in turn, has an obvious defect, that users could not indicate the use they might make of services which would be based on techniques not yet devised. Dissatisfaction with aspects of the present services is now used in planning. It is insufficient, however, for determining future program content involving new kinds of information.

Goto predicts that the future focus will be on predictions of changes in social, economic and cultural conditions, since people's desires for information tend to be affected by their environment. Moreover, two new factors, access and participation, are likely to alter considerably present systems of broadcast planning. They are, indeed, likely to change the institution of social communication. Among the changes that Goto discusses are the elimination of editorial control of the mass media; the likelihood that the mass media will provide a public forum; the increasing role of the public in planning and programming; and the likelihood that through these changes, people will enjoy greater political participation and a true participatory democracy will be realized. However, he also admits to some uneasiness about increasing involvement of broadcasting with social and political problems.

134 Grant, Stephen. "Educational TV Comes to the Ivory Coast." Africa Report (February 1971) 31-33.

This article deals with the Ivory Coast's ETV production center which aims to correct the rural-urban imbalance in education, to improve primary education, to reeducate teachers so that they will encourage pupil participation, and to foster national culture. The center is part of the national plan for ETV. The final phase of the plan is expected to be completed by 1986.

135 Gross, Bertraum M. "National Planning: Findings and Fallacies." Public Administration Review, 25: 4 (December 1965) 263-73.

In this paper, Bertram Gross discusses some general findings on the process of national planning.

The findings have come out of studies of national planning experiences by a group of scholars at the Syracuse University. Planning is viewed as the "process whereby national governments try to carry out responsibilities for the guidance of significant economic change." The planners make decisions under conditions of inadequate information, cross pressures, and changing environments.

The main findings are as follows: (1) perceived crisis situation is a necessary condition for the emergency of national planning; (2) at the early stage of planning more attention is paid to acquisition of resources than utilization of resources; (3) government planning does not replace competitive behavior, but utilizes certain forms of market competition and generates internal competition among different interest groups and agencies; (4) in many countries the plan is often confused with planning. The planning process is much more complicated than the substance contained in the official plan document; (5) long-range planning is valuable mainly as a guide to current action and short-range future; (6) the Economists, apart from their technical contributions, play important social roles in national planning process; (7) national planning is much more than economic planning. The planning process involves the guidance of many changes in the structure and performance of social systems.

136 Grunig, James E. "Information and Decision Making in Economic Development." Journalism Quarterly, 46 (Autumn 1969) 565-75.

This is a study of information seeking in the developmental process considering only the individual level of problem solving. The researcher studied latifundistas (owners of large farms) in Columbia, based on two criteria, region of the country and degree of apparent entrepreneurship. His definitions and methodology for the study are included. Using Q-analysis for the relative importance of four decision variables in determining the six Q-typologies, the author supported the hypothesis that information is useful to entrepreneurs in defining new relationships and thus is an important complementary force in economic development, along with other conclusions. The author concludes that more attention needs to be paid not only to the creation of a modern media system and efficient communications channels, but to the relevant audience and to the situational relevance of the information passing through these channels, since different types of decision-makers utilize information sources differently.

137 The Guam Multi-Media Feasibility Study. A report to the Department of Education, Government of Guam; College of Guam; private and parochial schools of Guam; Government and the people of Guam; United States Office of Education; by the Division of Educational Technology, National Education Association. Agana, 1967. 235 pp.

This study includes reports by survey team members on various aspects of the Guam educational system, and sets forth a plan of action for the development and use of educational media by the schools and also by the general public. One chapter is devoted to recommendations, major and minor, long-range and short-range. Some of the major recommendations are that an island-wide, noncommercial, educational telecommunications system be established; that an Educational Media Center and a Telecommunications Center be provided; that an intensive long-range in-service program in the use of the new media be developed for teachers; and that a full range of media become a regular and normal part of every classroom.

138 Hachten, William A. Mass Communication in Africa: An Annotated Bibliography. Madison: Center for International Communication Studies, University of Wisconsin, 1971. 121 pp.

This bibliography contains over 500 annotations on many aspects of mass communication including radio broadcasting, television, press freedom, government control, educational media, satellites and telecommunications.

139 Halloran, James D. "The Problems We Face." Journal of International Communication, 25: 1 (Winter 1975).

Halloran examines the breadth and complexity of mass communication policy and points out that "media planning and policy, as well as journalistic speculation and prediction, have stemmed more from ignorance, prejudice, and narrow vested interests than from knowledge, reason, and concern about public interests." Then he identifies fifteen specific areas of research. In some of these areas research is seen as a threat by people both inside and outside the media. Communication researchers themselves are not well equipped with theory, methodology and organization to carry out effective policy research in those areas. The author suggests that the policy researcher should raise questions about the assumptions and explanations made by the people responsible for media policy and planning, and search for new definitions and genuine alternatives.

140 Hancock, Alan. "Mass Media and National Development." Educational Broadcasting International, (June 1974) 58-68.

Hancock compares his own knowledge of current

Asian communication developments with the fifteen recommendations for action given in Schramm's book, Mass Media and National Development, published in 1964. He notes that theory has not been matched with practice, that much essential groundwork has not been done, and that more information is required before more adequate communication systems can be built.

141 Hancock, Alan. Planning for ETV: A Handbook of Educational Television. London: Longman, 1971. 263 pp.

A practical handbook on educational television for planners and practitioners. It covers technical, organizational, financial, administrative, and utilizational aspects of television use at all levels of the educational system. The important issues and problems of planning are examined for different kinds of ETV projects--in a single classroom, in a single school, in school district, in a college, in a city, in a compact state, in a diffuse state, and in national or commercial broadcasting. Background details of some characteristics of ETV and studio layouts are provided in the appendix. The book also contains an excellent bibliography on ETV.

142 Hansen, Donald A. and J. H. Parsons. Mass Communication: A Research Bibliography. Santa Barbara, California: Glendessary, 1968. 144 pp.

This is a selective, unannotated bibliography listing approximately 3,000 books, articles, dissertations, etc., dealing with mass communication. Items are divided into eight main subject categories, and then further subdivided, and an author index is given. The compilers state that although everything listed is not of unquestionable quality and while some worthwhile items may have been omitted, they have aimed to exclude "the unquestionably valueless." The eight main categories are bibliographies and reference materials, research and methods, media development and characteristics, social contexts of the media, content, the roles and processes of media organizations, audience and diffusion, and effects and functions.

143 Havelock, Ronald G., in collaboration with Alan Guskin, et al. Planning for Innovation Through Dissemination and Utilization of Knowledge. Ann Arbor: Center for Research on Utilization of Scientific Knowledge, Institute for Social Research, University of Michigan, 1969. 533 pp.

This very comprehensive book is not, despite its title, concerned only with planning, and the aspects of planning with which it is most concerned are the detailed ones relevant to the diffusion of information. However, "providing a rational basis for decision-making" is given as a major objective of this study and the last chapter deals with implications for researchers, for developers, for practitioners of dissemination, and for planners and policy makers at local, state and national level.

Some of the recommendations are that there should be a full awareness of both the high costs involved and of the tremendous potential gains, that each new project should be related to the overall planning, and that a national research clearinghouse is advisable.

144 Head, Sydney W., ed. Broadcasting in Africa: A Continental Survey of Radio and Television. Philadelphia: Temple University Press, 1974. 453 pp.

In the preface, Mr. Head says, "In Africa...

conditions conspire to give broadcasting a different, more significant social and political role vis-a-vis the press than it has had in industrialized societies." On the average every 1,000 Africans shared forty-five radio receivers, but only eleven copies of daily newspapers in 1969, according to the UNESCO 1971 Statistical Yearbook. So, according to Mr. Head, "radio is the only medium in Africa able to scale the triple barrier of illiteracy, distance, and lack of transportation; broadcasting uses scores of local languages, most of which never appear in print; radio and television continue to grow, while daily newspapers decline; broadcasting stations generally have large staffs and modern equipment, while most newspapers are woefully understaffed and ill-equipped."

The book is divided into three parts. Part 1 describes individual broadcasting systems of the fifty-eight different countries, territories, and dependencies of Africa, treating them in clusters by geography or history. Part 2 deals with broadcasting in Africa as a continent, that is, with subjects of common interest to individual systems, such as foreign aid, training, research, and educational uses of broadcasting. Part 3 contains a critique leading to an inventory of subjects suggested for further study. Appendixes include: Technical Problems of Spectrum Utilization: an essay by William Hachten on Broadcasting and Political Crisis; Historical Demographic Data; Summary of System Facilities; Language Used in Broadcasting. An extensive bibliography is included.

145 Herman W. Land Associates. Television and the Wired City: A Study of the Implications of a Change in the Mode of Transmission. Washington: National Association of Broadcasters, 1968. 256 pp.

The development of coaxial cable transmission and communications satellites has led many people to recommend a change in the mode of distribution of the television signal. The National Association of Broadcasters commissioned Herman W. Land Associates to study the probable effects of adopting a nationwide wire-grid system with its components operated as common carriers and with the lease to broadcasters of twenty or more channels. This system— the "wired-city" concept--is the one suggested by Barnett and Greenberg in 1967.

The relationship between diversity of programming and the number of television channels available was examined, as were the ways in which both the present and the proposed systems benefit the local community. The authors strongly favor the continuance of the present system. They conclude that the wire-grid system would not lead to an enrichment of programming. They also see it as a threat to news and public affairs programming since these programs usually do not show a profit. Using Stuart's Diversity Index it was determined that while the addition of a second channel tends to increase program diversity, the addition of further channels reveals a tendency just to have more of the same type of programs, and especially those of mass entertainment. They question whether existing institutions should be subjected to the "violent wrenching" of a shift to the wire-grid system if gains in program diversity are likely to be minimal. An obvious benefit of the present system is that it costs the consumer less. The authors consider that a government subsidy would be required under the wire-grid system so that television could still be available to poorer people. They are also critical of the threat to the existence of local stations which the proposed system would present. They draw attention to the Public Broadcasting Act of 1967 which recognizes that governmental, foundation, and private support is necessary for television programs of the informational and educational kind. They note that ETV viewers find ETV more stimulating and for them the ETV programs are a very important part of their mass media input. They see the present system as one which provides better balance between programs for entertainment and those for information and they conclude that the wire-grid system would alter that balance by producing an increased emphasis on mass entertainment and a decline in informational programs.

146 Horley, Albert L. "An Approach to Planning Investment in Telecommunications for Development." Stanford Journal of International Studies, 5 (June 1970) 114-37.

Enabling communication technology to be most effectively used requires the services of highly skilled people. It also requires considerable capital. Horley notes that in developing countries communication investments frequently receive less consideration than many other projects. He suggests that this allocation should be reconsidered in view of the social and economic progress which can be derived from the proper use of communication facilities. The article focuses on the role of communications in economic development and on techniques for planning and assessing the contribution of communication facilities in improving and expanding educational systems. He includes a brief examination of satellite educational television in rural Brazil to illustrate his approach and to clarify some of the concepts.

147 Horley, A. and A. Sanfridsson. Communication Policies and Planning: Indonesia. Paris: UNESCO, 1973. 32 pp. (2888/RMO.RD/FDC)

One of the series of country reports on communication policies and planning surveyed by UNESCO. It covers three major areas: communication planning, elements of the Indonesian communication system that need strengthening, and the role of external assistance in communications. It also makes some recommendations and proposes projects for implementation.

148 Hornik, R. C., et al. Television and Educational Reform in El Salvador. Final Report. Stanford: Institute for Communication Research, Stanford University, on behalf of the Academy for Educational Development, under contract with the U. S. Agency for International Development, August 1973. 322 pp.

This book covers the introduction of educational TV into the intermediate grades of public schools in El Salvador from 1969-1972. The planning for this project started years earlier, and was especially pushed forward due to the election of a new president in 1967, and the appointment of Lic. Walter Beneke, as minister of education. The study includes chapters on television and educational reform; student learning; student attitudes; student aspirations; the community and classroom learning; teachers, television, and educational reform; efficiency and costs of ITV and the reform; administrative problems of introducing ITV; and many tables and appendixes. El Salvador has many problems to overcome: small area and high birthrate, ownership of land by very few landowners, dependence on a few major crops for exporting, and a developing industrial economy. Of special interest during this study period was a war with a neighboring country which had great ramifications for the future of El Salvador's exports, and two strikes by teachers over the costs of this program versus their salaries. However, despite these great problems, and the many problems associated with the introduction of new techniques, attitudes, and organization to a developing society, there were many successes in this ongoing project. The plans stated in this book call for extension of ITV into 4th, 5th, and 6th grade from the initial start of TV in the 7th, 8th, and 9th grades, plus other educational programs.

149 Howard, Roger. "Television in China." Theatre Quarterly, 2: 6(1972) 54-57.

Howard gives a brief history of the development of television in mainland China. The first television broadcasts were transmitted in 1958 and educational television commenced in 1960. He discusses the attitude toward the participation of television workers and audiences in program planning since 1967-68. Programming then became the responsibility of revolutionary committees, yet they could not make final decisions. The committee's proposals have to be approved at mass meetings. Before the proposals reach these meetings the decisions on content and schedules are made collectively by the staff of the television station. Peking TV is no longer regarded as a national station but as just another city station. As part of the decentralization process many smaller television stations have been established, including some in communes. Most programs seem to be concerned either with socialist education or with literary and art performances. Howard includes a sample program schedule listing programs transmitted by Sian TV Station from 12-24 July 1971.

150 Hudson, Heather E. and Edwin B. Parker. "Telecommunication Planning for Rural Development." IEEE Transaction (May 1975) 29 pp.

The implementation of a telecommunication infrastructure should be high on a development priority list because communication is a crucial requirement for the planning and operation of any economic system, and because communication is also a powerful tool for sociopolitical organization and the extension of basic social services. Recent innovations in communication technology have reduced the cost of extending telecommunication services to remote areas. This paper's emphasis is on two-way communication for voice and data rather than on one-way broadcast radio or television since they are concerned with channels of communication rather than messages. North American telecommunications institutions have developed and implemented communication systems that are designed to maximize their economic return and so the systems are designed for locations with the heaviest communication traffic. Countries with social policies aimed at development of rural areas and a narrowing of the economic gap between urban and rural areas require somewhat different technology. Some of the recent technological innovations have specific potential for rural development. Satellite systems now make it possible to provide two-way communication services to any site with cost independent of distance. Installation and maintenance are required at the terminal sites alone. Modular ground stations have even been designed to fit on trucks and run off car batteries besides conventional methods. Conference calls can be easy with a satellite system since all communicators need only to tune to the same frequency. Rural development plans that utilize local people as their own change agents through comprehensive communication strategies involving training, telecommunication conference participation, and developing ongoing services independent of continuing outside expertise and capital are ongoing in some areas of Northern Canada and Alaska, and are cited as examples to demonstrate the great potential this kind of communication has for application to other areas with similar needs. The role of telecommunications in the development of rural health care, education, and economic and community development is elaborated on. Design requirements and planning and policy options with two sample country cases to illustrate them are summarized. Bibliography.

151 Hudson, Robert B. The Small Mass: Community Uses of the Broadcast Media. Unpublished. Honolulu: East-West Communication Institute, 1973. 23 pp.

After a review of the centralization of information in the hands of the few going out to the many, the author questions whether the broadcasting systems are doing what they are capable of doing. He says, "The input of important broadcasting systems is fettered either by political or economic constraints, and effective feedback from their several publics is largely unknown." But here and there broadcasting channels are serving local audiences on their own terms and setting up a community dialogue, and looking at these exceptions and their prototypes will point a way to a more effective use of the broadcast media at the local level. The development of local and regional broadcasting will give outlying areas that are now unrepresented in the mass communications from centralized areas a voice, thereby giving added vitality to the national life. The author develops the theme of "participatory" communication and "free access" as an important concern of the local broadcasting system.

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152 Hughes Aircraft Company. Definitive Proposal for a Study of an Educational Television Satellite System for Iran. El Segundo, California, 1971. 47 pp.

This proposal is for a study covering requirements, methods, and comparative effectiveness of the educational elements; appropriate technological equipment; and the utility, functional characteristics, and cost of the system as a whole.

153 Hult, J. L. Broadcast Opportunities with Satellites and CATV, and Their Control in the Public Interest. Santa Monica, California: Rand Corporation, 1970. 13 pp.

Prepared for the Seventh Space Congress, April 1970, this paper explores the opportunities for providing new TV broadcast services and a variety of social benefits from broadcasting with satellites and CATV. The relative costs of the various alternatives are outlined, and new regulatory and operational policies are suggested. The paper is intended to ease international concern about the control of satellite broadcasting in order to gain support for permissive frequency allocations. Also, it attempts to stimulate domestic vested interests by outlining a wealth of novel opportunities available under the suggested new policies.

154 Hung, Ping-feng. "A Study of Educational Television in Free China." M.A. thesis, National Chengchi University, 1971.

Hung examines the present state of Taiwan's educational television and makes some suggestions for future development. At the time of writing only four schools were using closed circuit television. Among the problems noted was that of the uncertainty of television policy. Hung offers a number of suggestions which concern the schools, the television networks, the legislature, and the general public.

155 Huq, Ekramul. Present State of Information Flow in Bangladesh. A paper presented at Regional Conference on Information Imbalance in Asia, April 21-25, 1975 at Colombo. 6 pp.

The present state of information flow in Bangladesh is in terms of historical, economic, and social factors. Radio plays the most important role since the majority of citizens are illiterate, and access to newspapers and other printed materials is difficult because of poor communication facilities. Some statistics on radio, press, TV and films are included.

156 India. Ministry of Information and Broadcasting. Radio and Television: Report of the Committee on Broadcasting and Information Media. New Delhi, 1966.

The committee on broadcasting and information headed by Asok K. Chanda examined media performance, operations, programs, policies, and planning, and recommended needed measures and action. The contents of the reports are organized under the following chapters: (1) "Role of Television and Radio"; (2) "The History and Development of Broadcasting in India"; (3) "Technical Coverage: Policies and Plans"; (4) "AIR Programs: Some Problems"; (5) "Audience Research"; (6) "Language"; (7) "Programs"; (8) "Publicity and Public Relations"; (9) "Staff"; (10) "The Reorganization of AIR"; and (11) "Television." The report is concluded with a summary of recommendations.

The committee's recommendation on policies and planning include the following items: (1) expansion of AIR network; (2) review of existing system and preparation of perspective plan by a team of technical experts; (3) separation of planning and execution, and decentralization of maintenance functions; (4) incentives to staff; (5) improvement in broadcasting language; (6) better and speedier news service; (7) emphasis on educational broadcasts and improvement in planning and production; and (8) expansion of broadcasting in rural areas.

157 Indonesia. Departemen Penerangan. Directorat Television Turi 1973-1974. Jakarta, 1974. 100 pp. Indonesian.

A survey conducted in West Java, Central Java, Jogyakarta and East Java between December 1973 and January 1974 by the Department of Information, Republic of Indonesia. The purpose of the survey was not to measure the quality of local TV programs but to develop guidelines for future planning, organizing and producing television programs.

158 Indonesia. Directorate General of Agriculture. *Farm Broadcasting*. Mimeographed. Djakarta, 1969. 1 vol., various pagings.

Part of the Five Year Agricultural Development Plan for 1971/72-1973, Project no. 6: Improvement and strengthening of agricultural extension activities, 19[illegible]0. Describes government policy to develop an effective nationwide network of farm broadcasting programs for 1971-1974 with a budget of Rp. 145,800,000 (approximately $351,300).

159 International Broadcast Institute. *The Global Context for the Formation of Domestic Communication Policy*. London, 1975. 69 pp.

This publication is divided into three main subject areas which were discussed at the 1975 Annual Conference of the IBI held in Cologne. These subject areas were communication in support of development, communications policy research and planning, and the right to communicate. Among the topics and problems covered by the articles are (1) training for the use of communication in support of development, (2) development and changes in communications structure in Kenya, (3) building national development support communication systems, (4) the coordination of educational and communications development, (5) the ending of broadcast regulation and the beginnings of telecommunication policy, (6) recent trends in telecommunications policy in Japan, (7) telecommunications policy decision making, (8) methodology for the diagnosis of public communications institutions in Venezuela, (9) relations between and perspectives within development support communication, communications policy research and planning, and the right to communicate.

160 International Telecommunication Union. PANAFTEL: The Pan-African Telecommunication Network. Geneva: ITU, 1974. 18 pp.

The need for the Pan-African telecommunication network is obvious when one realizes that because of the former colonial structure many inter-African telephone calls and telegrams have had to be routed via Europe. In 1968 an ITU team conducted a preliminary survey in Northern and Eastern Africa and in 1969 another team commenced work in Western and Central Africa. At the time this report was written, it was hoped that the implementation of PANAFTEL would be completed during the period 1974-78. This brief paper gives an account of some of the steps taken toward that end.

161 International Telegraph and Telephone Consultative Committee. Economic Studies at the National Level in the Field of Telecommunications 1964-1972. Geneva: ITU, 1972. Various pagings.

In this volume are presented the results of a study to determine how economic factors influence the development of telecommunications and to provide information for the forecasting of future telecommunications developments.

Among the subjects dealt with are factors affecting supply of, and demand for, telecommunication facilities; analysis of demand; investment requirements; methods of financing; the influence of economic development on telephone, telex, and telegraph traffic; organization and structures of a national telecommunications service in relation to profitability of this service; the role of telecommunications in the national economy; priorities in providing telecommunication services; and basic considerations relating to national tariffs.

Some of the conclusions drawn were that the telecommunication network should operate under the control of the public authorities; that although a definite relationship exists between the organization and structures of a national telecommunication service and the profitability and efficiency of such a service, it is difficult to distinguish between the influence of external factors and that of the organization and structures; that with regard to methods of forecasting demand for telephones it is recommended that as many approaches as possible be used and a synthesis of the various forecasts obtained, and that the influence on total demand of any unsatisfied measurable demand not be neglected; that economic development often has an effect on the development of long distance telephone and telex traffic, but not on the development of local telephone traffic nor on that of the public telegraph service; and that the expert's role is to structure the problem under consideration, to review the probable consequences of alternative decisions, and to indicate the overall results of any policy.

162 Jamison, D., M. Jamison, and S. Hewlett. Satellite Systems for Instructional Radio. Santa Monica, California: Rand Corporation, 1968. 12 pp.

This paper puts forward the argument that satellite-based instructional radio systems of 50 to 200 channels may be preferable to educational television, since the latter has fewer channels, and each ETV channel uses much more of the available radio spectrum than does each radio channel. The cost per channel for radio is also much less than that for television. In addition the preparation of instructional material may be simpler and less expensive for radio programs. The authors also note that there is evidence that radio is not significantly less instructionally effective than television.

163 Japan Computer Usage Development Institute. "The Plan for an Information Society: A National Goal Toward Year 2000." Ekistics, 226(1974) 175-82.

This article outlines a basic plan to attain a twenty-first century goal where Japan will realize a highly intellectual and creative society. The Computerization Committee's main goals include the promotion of the knowledge industry, the solving of social problems, and the hastening of a smooth transition from industrialization to informationalization.

The main characteristics of the plan for an informational society include (1) the existence of two plans --a long-range basic plan, and a shorter medium-term impact plan, (2) a target focused on information rather than industrialization, (3) a software vs. hardware orientation, (4) a plan as an integration of many subplans in various areas of society, and (5) 1,000 billion yen (3,247 million U.S. dollars) to be invested in the medium-term plan and 20,000 billion yen (65 billion dollars) to be invested in the long-range plan.

An integrated computerization policy is outlined and noted as a key element in carrying out the information society development plan. A chart is also included on cost, benefits and disadvantages of the plan.

164 Johnson, L. L. Expanding the Use of Commercial and Noncommercial Broadcast Programming on Cable Television Systems. Santa Monica, California: Rand Corporation, 1975. 51 pp.

This study explores the possibilities of taping programs from local commercial and noncommercial stations and repeating them exactly as originally broadcast (including advertising, station identification, etc.) on otherwise empty cable channels at times that would better suit the convenience of cable subscribers. The following examples are examined: (1) use of prime time programs shown on public broadcasting stations, repeated during the day; (2) use of news and public affairs programs drawn from commercial stations, repeated during prime time; and (3) use of other commercial programs, including entertainment and sports, repeated at later times. The benefits and costs of taping and repeating in accordance with these examples are subject to problems such as copyright arrangements and agreements with labor unions regarding payments of residuals. A pilot test in several markets would be useful to accumulate data showing the attractiveness of various categories of repeat broadcast programming.

165 Johnson, L. L. The Social Effects of Cable Television. Santa Monica, California: Rand Corporation, 1975. 12 pp.

The conclusion of this article is that, despite its potential, the overall social impact of cable television has been nil. The article explores some of the reasons why the potential of cable television has remained unfulfilled, and draws attention to a wide variety of ways in which this medium could be used.

166 Jordan, P. L. Communications Satellites, Technology Transfer, and Economic Development. Santa Monica, California: Rand Corporation, 1970. 12 pp.

The use of educational television to improve the quality and quantity of education in developing countries is examined. A simple model relating economic development in emerging countries to education and the level of applied technology is presented. The use of television broadcast satellites as a means for improving education systems in developing regions is discussed in the context of competition for scarce resources and the requirement to develop educational software and infrastructure concurrently.

167 Kahn, Frank J., ed. Documents of American Broadcasting, rev. ed. New York: Appleton-Century-Crofts, 1972. 684 pp.

This book contains laws, decisions, reports, and other documents, edited by Kahn to remove redundant material. He saw a need to have this material--almost sixty documents relating to American broadcast regulation, regulation of programming, competition regulation. broadcast journalism, and educational broadcasting--in easily accessible form.

168 Kalba, Kas. "Urban Telecommunications: A New Planning Context." Socio-Economic Planning Sciences, 8(1974) 37-45.

The author draws attention to some of the issues which new communications technologies raise regarding the social, economic, and physical character of future urban growth and notes the necessity for a planning framework to ensure that the potential of telecommunications may be realized. The infrequency of references to telecommunications in current urban planning literature, and the lack of formal telecommunications planning activities, are criticized. The bases for the institution of a public planning function in telecommunications and the way in which it might be organized are examined. Citizen input is seen as essential to counteract the possible dangers of technocratic planning.

169 Kalimullah, A.F. Information Imbalance in Asia: Pakistan. Paper presented at Regional Conference on "Information Imbalance in Asia," 21-25 April 1975, at Colombo, Sri Lanka. 9 pp.

Most of the problems of broadcasting organizations in developing countries are caused by the government's lack of understanding about this investment, since the results are not quantifiable as would be a project such as a dam or road. Some of the new projects in Pakistan are explained: the use of communication satellites in the future, the rapid expansion of the use of radio sets due to increasing transmission facilities, and the completion of plans for the People's Open University at Islamabad in which radio will be used as the teaching medium for those unable to come to a conventional university. Some of the problems in broadcasting are also discussed.

170 Katz, Elihu. "Television comes to the Middle East." Trans-Action, 8: 6(1971) 42-48.

This article gives a personal account by the first director of the Israeli Broadcasting Authority's Television Service of the problems involved in starting such a service. He also discusses questions of broadcasting policy, training, organizational structures, and broadcasting control.

171 Katz, E. and D. Shinar. The Role of Broadcasting in National Development: Brazil Case Study. See entry no. 291.

172 Katz, E. and D. Shinar. The Role of Broadcasting in National Development: Peru Case Study. See entry no. 291.

173 Katz, E. and D. Shinar. The Role of Broadcasting in

National Development: Thailand Case Study. See entry no. 291.

174 Kempers, F. "Communist Information Policy in Practice." Gazette, 4(1968) 271-92.

The article is a report on a research project conducted between mid-April and the end of May 1968, which sought to analyze the total output of information on Czechoslovakia and Poland via the daily newspapers of various East European countries. The study thus analyzed on a daily national paper of each of the following countries: Soviet Union, East Germany, Rumania, Hungary, Yugoslavia, Czechoslovakia, and Poland. Results of the study are presented in tables and each country is analyzed separately according to a specific methodology outlined in the article.

The article notes that despite much "liberalization" of their press policy, the press and mass media of East European countries still bear the stamp of Lenin who viewed the press as being capable of presenting the true picture of events only when all ties with the capitalist system are cut, thereby presenting a picture that party leadership considers desirable in view of its political goals.

175 Khan, Ahmad Ali. "Role of Press in Development and Planning." Journalism, 3: 1(1970) 36-43.

The press has an important role to play with regard to planning and development, and if it is to do this effectively it must be informed and competent and have a social conscience and a strong awareness of the interests of the public. A suitable climate for development depends upon many things including social harmony, political stability, an efficient administrative machinery responsive to popular needs, and the conscious commitment of the people to development. The degree of influence which the press can have upon either the policy makers or the public depends on its ability to remain steadfast and independent despite government pressure or pressure from interest groups such as wealthy advertisers. The ability of the press to present objective appraisals of proposed policies may be beneficial both to policy makers since it makes them aware of criticism, and to the public since the credibility of the press is maintained and it is not seen as just an appendage of the government. The press can be an effective mediator enabling the people and the decision makers to come to a common awareness regarding development problems. Policy makers may try to "sell" a development plan even to the extent of providing the press with incorrect information, but this tends to backfire. The press loses credibility, and the public then tends to react with skepticism to the messages of both press and government. The readiness of the public to participate in development tasks then becomes considerably reduced. If, on the other hand, the press remains as a watchdog for the public interest, its role in development can be significant.

176 Kidwai, Azim. "Satellite Communication in Pakistan." Journalism, 3: 2(1970) 17-21.

Kidwai notes that Pakistan will be the first nation to use space communication as a commercial link within the country. He discusses some of the advantages of satellite transmission. Differences between Intelsat and a proposed Russian communication system are also discussed.

177 Kimbel, Dieter. "OECD: Computer-Telecommunications Policies." Intermedia (May 1975) 8-9.

An OECD group of computer and telecommunications experts has been studying social and economic possibilities resulting from the merger of telecommunications, computers, and related technologies. Believing that the results of this work should be brought to the attention of policy makers, the OECD Conference on Computer-Telecommunications Policy was planned, with the objectives of contributing toward a better understanding within government of the social and economic implications of the new technologies; of identifying specific issues and considering the national and international consequences of alternative policies; and of promoting international cooperation and discussion regarding policy matters. Two hundred thirty senior officials from OECD's twenty-five member countries attended. Delegates were warned of the great importance of long-term strategic objectives in planning. Each technological innovation should be scrutinized to determine whether it serves national economic and social needs. Attention was drawn to the inadequacy of economic theory now that the information society is coming into being. It was suggested that increased direct investments in the information technology sector might have beneficial effects in many other sectors, and the problems of merging an essentially monopolistic communications industry with a competitively oriented computer industry were discussed. The increasing international flow of telecommunications, the decreasing transmission costs, standardization, legal aspects, and potential obstacles, were other subjects covered. No conclusions were reached at the Conference since it was intended primarily to increase the awareness of decision makers of the various implications of their policies.

178 King, Vincent S. Propaganda Campaigns in Communist China. Research Program on Problems of International Communication and Security. Mimeographed. Cambridge, Massachusetts: Center for International Studies, Massachusetts Institute of Technology, 1966. 89 pp.

Background discussions include the general propaganda machinery, organization and methods available for launching a campaign in China. Portrayed in detail are two campaigns: "Learn from Lei Feng" and "Support Panama." Included also are a brief review of mass media in China.

179 Kinyanjui, Peter E. "Recent Developments in Radio/Correspondence Education in Kenya." Convergence, 5: 2(1972) 51-59.

This article describes the use of radio broadcasting in conjunction with correspondence education, a concept which the Kenya Education Commission suggested in 1964, and which came into being in 1968. The Ministry of Education, the University of Nairobi, and USAID were jointly responsible for starting the new system, which was aimed primarily at providing a way in which teachers could upgrade their qualifications. The courses of the Correspondence Course Unit are not restricted to teachers, but only about ten percent of the CCU students have other occupations. A 1969 survey revealed that several hundred thousands of people not enrolled for CCU courses either used the broadcasts for their private study, or listened just out of interest. Since the discovery of this fact, programs have been modified to make them of greater interest to this general audience while still providing the material required by the CCU listeners.

Kinyanjui also indicates planned expansion, in three phases, to cover more subjects including those of a technical or vocational nature. Higher levels of study in some subjects will also be offered. Places in secondary schools are insufficient for those requiring them, therefore a considerable continued demand for CCU courses is foreseen. Other plans include the introduction of external degree studies. An African Association for Correspondence Education has been proposed and will have responsibility for, among other things, establishing a resource center for coordinating and disseminating information about correspondence education.

180 Klasek, Charles B. "ITV in a Developing Nation." Educational Broadcasting (November/December 1975) 33-35, 46.

ITV was introduced in Malaysia in 1972. Klasek records some of the initial difficulties experienced in attempting to fit ITV into a very rigid educational system. Nevertheless, progress has been rapid and many children are, for the first time in their lives, becoming excited about learning. A high level of program is produced and Klasek attributes this to the excellent training provided by international organizations. Evaluation is now the responsibility of State Educational Media Services officers and evaluation reports are computerized so that analytical feedback may be rapidly provided to producers and administrators.

181 Kletter, R.C. Cable Television: Making Public Access Effective. Santa Monica, California: Rand Corporation, 1973. 84 pp.

This report describes several successful examples of cable television public access channels in Canada and in the United States. Kletter discusses community organization, franchising, funding, user training, and other relevant matters, and notes especially the usefulness of public access channels for those working on community problems. Since a more realistic image of life can be presented than is usually available on ordinary television, the potential of public access channels for improved communication and for inducing social change is obvious.

182 Koch, C. Indonesia --Educational Broadcasting. Mimeographed. Paris: UNESCO, 1968. 50 pp. (919/BMS. RD/MC. FR/RP Consultant)

Contains information on the present infrastructure of broadcasting in Indonesia. Recommendations are included for structuring and developing formal educational broadcasting and adult educational broadcasting.

183 Krieger, Susan. "Prospects for Communication Policy." Policy Sciences: An International Journal (Summer 1971) 305-19.

The author focuses on three sets of interrelated policy making: (1) the industry and technology for likely developments and social and political consequences; (2) the government--to determine how to get desired public actions; and (3) the people--to find the basic values, goals and priorities for action. Communication policies are concerned with the process by which influence is exerted and information becomes effective in society. For this reason, conceptual approaches to communication policy must be altered from regulation to investment, from information goods to communication resources, and from consumerism to politics. In the field of communication, regulation has heretofore tended to be protective of the vested interests of broadcasters and public utilities. Computer and data transmission technologies are now being approached as a public utility regulation problem, but this is not adequate to the societal issues posed by the operation of these new technologies. We have to be concerned with who gets what, in terms of access and control of data processing and transmission. In determining in whose interests public investments should work, the author discusses two categories of investment: (1) investment in processes of communication policy making and research, and (2) investment in projects and programs involving the use of communication technology for other purposes. The term "software" is used here differently than commonly used. Hardware is "equipment," and software technologies are "social organization."

In communication policy making, it is critical to distinguish the kind of controls we are concerned about and consider the broader social and societal costs of the ends and means of policies. It is naive to underestimate the political process in determining public policies. Policy research cannot avoid having political intent. Therefore, three types of research can be identified: (1) instrumental, (2) redirective, and (3) radical research. In doing instrumental research, we provide information which feeds ongoing processes of government, either producing new criteria for present allocation decisions or legitimating a course of action. In redirective research, the researchers intend their information to be used to redirect thinking in the government and to set new directions for policy. Radical research is irresponsible to the establishment, which does not accept many of the assumptions that the other two make about institutionalized power relations. In policy making, research activities blend together on a continuum and are closely related to planning functions. The author says that researchers are frequently deluded about the actual type of research and planning they are doing. It is also very difficult to easily define social goals and values. Commonly, communication policy goals such as diversity, access, equity and privacy are articulated. There is frequently conflict between these different goals in making policy choices. The author suggests investing in a less traditional type of research, calling it societal self-examination. People must be able to live in a technological society, and the controls over communication systems must be dispersed through the society. To the extent that social goals are diverse and conflicting, we need different kinds of organizations and political processes at all levels (state, regional, and national) for planning communication policies and making investment decisions.

184 Krishnamoorthy, P.V. "Satellite Broadcasting." Communicator (July 1975) 19-24.

This article deals with India's first Satellite Instructional Television Experiment (SITE), which began in August 1975 and lasted for a year. The objectives of the experiment are providing experience in the development, testing, and management of satellite-based television, particularly with regard to its role in rural education; determining optimal system parameters; and stimulating national development. Twenty-four hundred direct-reception television sets were allotted to selected areas. One of the criteria for selection was backwardness, since an aim of the experiment was to study the impact of television in areas which had little or no experience with any of the mass media. Detailed information about the selected villages and their inhabitants was gathered to ensure suitable programming. It is hoped that the experiment will help to create the climate for development in these villages.

185 Kucheru, Geoffrey Z. "Broadcasting in Africa: A Study of Belgian, British, and French Colonial Policies." Ph.D. Thesis, Michigan State University, 1968.

This thesis analyses colonial broadcasting policies in Congo-Brazzaville, Congo-Leopoldville, and Nigeria. The method of study is historical with descriptive, analytical, and evaluative phases. The study finds significant differences between communication policies of the three colonial powers. Broadcasting development during the colonial rule seems to have depended more on other policies rather than specific decisions about broadcasting.

186 Kumar, Narendra. Educational Radio in India. New Delhi: Arya Book Depot, 1967. 116 pp.

According to the definition of "educational broadcasts" given in 1967 by the Third Educational Broadcast Union International Conference on Educational Radio and Television (that the programs must be characterized by the objectives pursued, the continuity of action of the programs, the complementary means of assisting the broadcasts and the reception condition), All India Radio (AIR) spends less than two percent of its time on broadcasts for rural areas and broadcasts for industrial workers. Kumar also explains AIR's program planning, forms of presentation, assessment of effectiveness, and recommendations for improvements. Many of the early broadcasts failed to achieve their goals because of a lack of participation by the listening audience, lack of visual aids and program guides, faulty equipment, or lack of relevance of topic to the audience listening to the broadcast. The author includes time schedules and statistics for these sections surveyed. Appendix includes a list of AIR stations putting out educational broadcasts and a bibliography.

187 Lamberton, D. M., ed. Economics of Information and Knowledge: Selected Readings. Baltimore, Maryland: Penguin Books, 1971. 384 pp.

Among the papers in this collection are those by Boulding on the economics of knowledge; J. Marschak on economics of inquiring, communicating, and deciding; and Arrow on allocation of resources for invention. G. J. Stigler presents a general model of information and control dominated by pure product competition. Loasby looks at long-range planning and the purposes of formal planning, and Jantsch deals with technological forecasting. The latter two writers are especially concerned with business planning but much that they write about has wider applications. A paper from the Organisation for Economic Co-operation and Development sees the government as the natural coordinator of a vast information network. The authors look at the United States government's attitude toward information policy and the dissemination of research results, and note the activities of various governmental agencies. In their conclusions they note some of the advantages of such a network and list a number of the unsolved problems. Finally, M. Shubik draws attention to the fact that the ideal image of the rational economic man who makes the planning decisions may often be far from the reality and that decisions are often made by those who are uncertain and who are restricted by a communication system upon which they are increasingly dependent. As technology improves communication facilities so do the actions of each individual planner become more entwined with those of others. A ten-page bibliography and author and subject indexes to these and the other papers are included.

188 Larkin, Leo H. "Instructional Television in Asia." Audiovisual Instruction (October 1973) 18-20, 22-23.

Larkin begins by discussing the six stages in the development of instructional television, and then gives a brief overview of ITV in Japan, the Philippines, Singapore, Hong Kong, India, Malaysia, and Pakistan. He particularly notes the excellence of the Japan Broadcasting Corporation's resources. This nongovernmental organization provides programs as supplementary aids for teachers to use as they wish.

189 Lasswell, Harold D. "Communications Research and Public Policy." Public Opinion Quarterly, 36: 3(1972) 301-10.

This paper concerns the professionalization of public opinion and communication research. To become fully professionalized, it must exert itself more to probe and report on the adequacy of the flows of information that enter into policy making, as well as on the functioning of the policy processes at all stages. A communication professional should have a sense of autonomy and should function responsibly. However, to date, this professional outlook and identity have appeared rather slowly. The users of communication services are self-serving in their publication of themselves. America, and the world society as well, needs the "third voice" of the communication profession as a disinterested voice to supply a competing appraisal of the images spread by the self-serving sources, especially since the development of vast data banks and computer services that the centralized elite structures can use to consolidate their various positions. Any flow of statements through an information network can be assessed according to "dependability, comprehensiveness, selectivity, creativity, and openness." All processes of the intelligence phase of government, law, and politics can be assessed in order to discover the sources that shape judgments of policy success or failure. The development of more operational models of the decision process will encourage the systematic gathering of trend and distribution data. In turn these data will emphasize the much neglected time factor in scientific models of interdetermination. By projecting probable future developments, plans can be made to obtain better data. Some of the nationalistic goals that were once just stated in terms of materialistic goals are now developing more communication-oriented goals, for example, quality of life.

190 Lasswell, Harold D. Pre-view of Policy Sciences. New York: American Elsevier, 1971. 173 pp.

Lasswell discusses policy sciences from many aspects and in great detail. He covers the evolution of policy sciences and its likely future development, careers in this field, and professional training. He discusses the integrative and mediating aspects at some length, and analyzes the objectives and the methodologies. Lasswell observes that the accent is on aggregate problems, causes and consequences, and that policy scientists should strive toward contextuality, problem orientation, and diversity. The diversity of the backgrounds of the policy scientists and of the approaches and techniques used by them can contribute to insight into problem solving. Among these techniques may be contextual mapping, developmental constructs, prototyping, and computer simulation. A principal strategy of the policy sciences could be said to be that of guiding the focus of attention of all participants in decision.

191 Lazarsfeld, Paul F. "The Policy Science Movement (An Outsider's View)." Policy Sciences, 6(1975) 211-22.

This paper focuses on the strategy of policy scientists and their role in the process of decision making. The characteristics of the policy scientists and their research styles are examined. Four characteristics are identified: a tendency to bypass microsociological data; an interest in futurism; an emphasis on a so-called systems approach; and an identification with the interdisciplinary approach.

192 Lee, John A. R. Towards Realistic Communication Policies: Recent Trends and Ideas Compiled and Analysed. Paris: UNESCO, 1976. 60 pp.

Lee observes that we are moving into a period of communication abundance and that this will call for changes in our ideas, mentality, psychological make-up, and actions. Beginning with a discussion of communication in society, flow of communication, and the communication and information needs of society, Lee then looks at international communication, including news flow and satellite communication. The following section discusses the importance of research and of the exchange of research findings. The final sections cover communication policies, including the question of participation in policy formation and various aspects of planning. A brief conclusion stresses the importance of a planned approach to communication in society and the need for national communication policies, and indicates the likely direction of UNESCO programs until 1982.

193 Lent, John A. "Government Policies Reshape Malaysia's Diverse Media." Journalism Quarterly, 4(1975) 663-69.

The article traces the historical background of Malaysia's mass media from its genesis as a result of four crises, to its present structure. Malaysia is considered to be served by one of the best organized and most sophisticated mass media systems in Southeast Asia. The author notes, however, that it has become virtually a governmental tool and weapon. The structure of the Malaysian mass communications system is described as reflecting closely the racial class consciousness and ethnic problems prevalent in the country. The article then concludes with a discussion of the possibilities of a multilingual press system surviving in Malaysia.

194 Lent, John A. Asian Mass Communication: A Comprehensive Bibliography. Philadelphia: Temple University, School of Communication and Theater, 1974.

This bibliography is arranged regionally, with each region further subdivided by country and then by subject. It covers journal and newspaper articles, monographs, theses and dissertations, conference papers, symposia proceedings, and unpublished manuscripts. There is no index, but there is a detailed contents list. Most of the entries are from the post-World War II period, especially from 1964-74, but some refer to items published or produced in the nineteenth century.

195 Lent, John A. "Commonwealth Caribbean Mass Media: Historical, Cultural, Economic and Political Aspects." Ph.D. dissertation, University of Iowa, 1972. 523 pp.

Lent covers two centuries of newspaper use in the Commonwealth Caribbean, and the electronic media since their establishment. By 1972 this area had fifty-nine newspapers, nineteen radio and seven television systems. Among the aspects that he covers are media ownership, news flow, media content, language problems, plants and equipment. He concludes that the nature of the mass media in the Commonwealth Caribbean is still heavily dependent upon outside factors; that many of the problems relating to the media are typical of those of rapidly developing nations; that above average attention is given to political matters; and that press freedom tends in general to be somewhat shaky.

196 Lent, John A. "Philippine Media and Nation-Building: An Overview." Gazette, 16: 1(1970) 2-12.

Lent is critical of the adoption of Western methods of news reporting incorporating sensationalism, and of the importation of considerable numbers of Western radio and television shows. He notes that the Asian media organizations are hoping to counteract this and to encourage a more responsible attitude toward national development.

197 Lerner, Daniel. "Asia in World Communications: A New Game of Show and Tell." Media Asia, 1: 4(1974) 7-13.

Lerner calls for a "fair communication policy" by the more developed countries so that they do not use their great technological capacity in ways that will impose on less developed countries. He traces the four basic communication revolutions--moveable type (printing), visual media based on the camera and film, the radio, satellite and transistor communication--and stresses how long each previous revolution took to fully be integrated into the West. Then he compares this long time period of development to what is happening in Southeast Asia, where countries that have been independent states for only twenty to twenty-five years and have a largely illiterate population are being shown through the media that material items and interpersonal values such as health, welfare, and education are being enjoyed by persons in other areas. This leads to frustrations of popular wants, expectations, and demands. He cites the large number of military take-overs in the last ten years as "usually a response to massive aggression based on frustration of popular wants, expectations, and demands."

198 Lerner, Daniel and Wilbur Schramm. Communication and Change in Developing Countries. Honolulu: The University Press of Hawaii, 1967, 348 pp.

This volume contains eighteen papers on communication and development. The first eight deal with the technological and institutional implications of communication for change and development. The role and effectiveness of communication for development is critically examined. Specific communication strategies open to developing countries are discussed. Nine papers in part III present case studies of communication and change in India, the Peoples' Republic of China, and the Philippines. Finally, Daniel Lerner draws conclusions in the paper "Communication and the Prospect of Innovative Development." The present challenge and tasks of communication in the developing world are described as "teaching people new skills, empathy, participation." The need for integrating communication strategies with the national development policy is emphasized.

199 Leyland, George. "Cost-Benefit Analysis of Urban Information Systems." Ekistics, 176(July 1970) 77-84.

To focus more on information systems alternatives, this article comments on utilization of cost-benefit analysis of information systems as well as asking questions to determine the information system design and organization. Eight classes of information systems are listed as major information processing alternatives, but the author is careful to note that the classes are not mutually exclusive and that further categorization might include detailed distinctions such as technical and political development, and the use of the system within a context of a cost-benefit analysis. Included in the article are detailed tables of major information system alternatives, and a cost-benefit analysis by different elements. On the basis of this analysis, the author concludes that several acceptable alternatives for information systems can be suggested for a community; however, costs will vary greatly among the alternatives. The detailed systems design and organization of an implementing agency will also depend on further analysis of community goals, development strategy, perceived benefits of information at different stages of community development, as well as the financial support available for the system.

200 Linder, Kjell. A Support Communication Programme for the Agricultural Development Project: Western Samoa. Mimeographed. Bangkok: UN Development Support Communication Service, 1969. 1 vol., various pagings. (UNDP-FAO Wes-2)

This report recommends a support communication program component of a project to increase agricultural productivity and crop diversification and includes a detailed description of the National Development Support Communication Plan of Operations. The communication project is carried out in phases to various audiences and for specific objectives, over different media using a variety of materials such as illustrated lectures, talks, plays, sport announcements, 16mm and 35mm motivational films, etc. Other annexes present the extension calendar of work, and budget.

201 Liu, Alan P. L. Communication and National Integration in Communist China. Berkeley, Los Angeles: University of California Press, 1971. 225 pp.

A general description of the mass media of communication in China and its role in national integration and development. Discusses the three main characteristics of the communist organization of mass media: structural integration, developmental integration, and linkage with face-to-face communication. The media activities are closely related to economic development activities. The mass media play a crucial role in focusing public opinion and exhorting popular participation in the important tasks of national reconstruction and development. The communication roles of the party cadres and local groups, and the innovative linkage of the mass media and face-to-face communication through them is a powerful mechanism for overcoming illiteracy, regionalism, and lack of social integration.

Contents: The Analytical Framework: Mass Communication and National Communication; Social Infrastructure; Ideology of Mass Persuasion; The Communist Process: The Formal Organization of Propaganda; Mass Campaigns; Radio Broadcasting; The Press; Book Publishing; The Film Industry; Patterns of Reception; Conclusions; Appendices.

202 Lowry, Dennis T. "Radio, TV and Literacy in Mexico." Journal of Broadcasting, 14: 2(1970) 239-44.

Lowry briefly mentions two successful broadcasting programs aimed at reducing illiteracy in Niger and the Ivory Coast, before going into greater detail regarding Mexico's literacy program. This was started in 1965 and involved radio, television, and printed materials. The literacy broadcasts were confined to thirty minutes daily, for example, the free time allowed the government by the commercially owned media. The overall cost was considerably less than that of hiring and training teachers for this purpose.

203 MacKay, Ian K., "Broadcasting in Papua New Guinea." ABU Newsletter, 102(March 1974) 3-7.

Outlines the policy, legislation, and programming plans of the newly established National Broadcasting Commission in Papua New Guinea.

204 McAnany, Emile G. Radio's Role in Development: Five Strategies of Use. Washington, D.C.: Information Center of Instructional Technology, Academy for Educational Development, 1973. 28 pp.

This bulletin reports a study of developmental use of radio in rural setting of developing countries. Five strategies of utilization of radio are reviewed: (1) open broadcasting: the unorganized audience; (2) instructional radio: the organized learning group; (3) radio rural forums: the decision group; (4) radio schools: the nonformal learning group; and (5) radio and animation: the participating group.

The author concludes that the efforts to use radio for rural development have been largely fragmented. Only a small fraction of the potential audience is reached. Very limited empirical evidence on the effectiveness and economics of radio use are available. The radio projects are poorly planned and administered, and operate without adequate institutional and organizational support at the local level.

205 McDaniel, Drew and Lewis A. Day. "INTELSAT and Communist Nations' Policy on Communications Satellites." Journal of Broadcasting, 18: 3 (1974) 311-22.

Communist states have remained apart from the

International Telecommunications Satellite Consortium (INTELSAT) due to four basic objections: (1) U.S. dominance of INTELSAT; (2) dual membership requirement with ITU; (3) lack of governmental participation in voting (no one-nation-one-vote provision); and (4) its basic rationale revolves around a "single" global system network with no provisions for the sovereign right to establish regional satellite systems.

The Definitive Arrangements for INTELSAT still fall short of meeting the aforementioned objections of the Communists on the INTELSAT Interim Arrangements. In response, an Intersputnik system was organized by the Communist nations to meet their own specifications for an international communications satellite system.

Thus it appears that in the foreseeable future, countries such as the Soviet Union will be likely to reject full membership in the INTELSAT program and instead become "users" of the space segment program on a limited basis only.

206 McLeish, Robert W. M. "Some Notes on Public Service Radio in a Developing Country." World Development, (February 1974) 57-59.

McLeish, a radio liaison and training officer with the BBC, considers the element of mutual trust between the government, the broadcasters and the public the most important factor in providing radio services for developing countries. Obvious forms of government control are those relating to finance and to program output, and care should be taken to see that neither censorship nor cumbersome bureaucratic procedures result from them. Educational and entertainment aspects of broadcasting, staff training, and some of the problems of using inexpensive radio sets, are also dealt with briefly.

In conclusion, McLeish reminds us that a good radio service is not likely to be universally popular, nor will it necessarily always be in accord with government policy. However, while it may cause some unrest, it can contribute greatly to the country's development by being a source of new ideas.

207 Macedo, Luiz Antonio. "ETV in Brazil." Educational Broadcasting International, (June 1971) 126-27.

Macedo notes that less than a decade after ETV had been introduced in Brazil, enthusiasm was so great that, rather than looking for solutions aimed at meeting specific educational objectives, there was a tendency to develop some ETV projects in a back-to-front way by deciding on "solutions" and then seeking problems to justify them. The Ministries of Education and Communication became aware of this and since then the development of ETV has proceeded with a greater emphasis on planning. An Interministerial Commission was created by the Federal Government in 1969 to establish policy guidelines for the application of the new educational technologies. Macedo also gives some information about several Brazilian ETV projects already under way.

208 Maddison, John. Radio and Television in Literacy: A Survey of the Use of the Broadcasting Media in Combating Illiteracy Among Adults. Reports and papers on Mass Communication No. 62. Paris: UNESCO, 1971. 82 pp.

This study is based on data compiled through a questionnaire survey conducted by UNESCO in 1969. It covers forty nations and is supplemented by information from other published sources. The study includes a brief country summary of the use of radio and television in adult literacy work, followed by an analysis of the world situation, recommendations for future development, and the questionnaire that was sent out. In Asia, only Burma, Taiwan, India, Iran and Laos were surveyed.

209 Maddox, Brenda. "Communications in a Developing World." World Development, (February 1974) 61-64.

The author argues that international communications has always been controlled by the richest and most powerful nations to the disadvantage of poorer nations who feel that their special requirements are ignored. A close look at the International Telecommunication Union and INTELSAT makes this evident.

Maddox is critical of the apparent lack of long-range planning which gives developed countries the advantage of obtaining the best frequency and satellite space allotments. Many of the telecommunications problems in both developed and developing countries are due to lack of a deliberate communications policy.

210 Mahle, W.A. and Rolf Richter. Communication Policies in the Federal Republic of Germany. Paris: The UNESCO Press, 1974. 86 pp.

This publication is part of a series published by UNESCO to study communication policies as they exist at public, institutional, and professional levels in selected countries. The method of analysis is somewhat comparable so that the five nations studied may be compared. The Federal Republic of Germany enjoys the largest total newspaper circulation in Continental Europe, mainly due to large numbers of regional and local papers. Its broadcasting system is unique in Europe because of its reliance on self-regulating regional stations operating independently of central government. After World War II, their long-absent press freedoms were granted in the new constitutions, but recurring legal battles over various press freedoms come to international attention now and then. The authors feel that the concept of "communication policies" generally is felt to mean "media policies" and that this definition is not sufficient to include the nonmedia or social communications—in the past communication policies concerned mainly economic or juridical aspects of media communications. They state, "the more complex society becomes, and the less a communications system functions in a self-evident and self-regulating manner, the more essential an intentional and systematic communication policy becomes in the sense of ordering structural policy. However, such structural policy may not restrict social communications freedom in any way. It should, instead, make the conditions available for its best possible development. Different social groups, organizations and institutions, not primarily the State, can be representative agents of communication policy. But, even a democratic State will increasingly see the necessity of aiding the claim of each individual to an equal chance at participating in the process of social communication."

Topics covered are observations and hypotheses on the concept of communication policies; media and communication policies in the Federal Republic of Germany (Outline of the underlying structure and a summary of post-war communication policy developments in the Federal Republic of Germany); public communication policies (of the German Federation 1949-72, of the Lander of the German Federal Republic 1948-72, government measures for the advancement of film in the Federal Republic of Germany); communication policies of the private media institutes; the state of journalists' training and education; media conceptions of the major political parties; broadcasting organizations and their inner freedom (the public broadcasting system, broadcasting organizations and their internal freedom). Appendix includes tables on all the mass media.

211 Mar'i, Sami Khalil. "The Adoption of ETV in Developing Countries: A Discussion of Strategies." Educational Broadcasting International (June 1971) 128-30.

Mar'i begins with a consideration of the reasons for the popularity of educational television in developing countries. He then notes potential pitfalls, such as attempts to incorporate ETV into the old educational system instead of altering that system when ETV is introduced, thereby severely limiting ETV's potential. He realizes that altering the traditional system is easier said than done due to "almost inevitable tension" between the innovators and the system. Mar'i suggests using ETV as a change agent and, along with its introduction, altering supervision and evaluation methods and revising curricula. Allowing the availability of ETV to determine the quality and quantity of what will be taught is another pitfall. Educational needs should be clearly defined and then consideration of the ways in which ETV may contribute should follow. An appreciation of the limitations of the technology comes with experience and, until this is gained, its lack may complicate educational planning.

Some of the difficulties of evaluating ETV programs are also discussed, and various changes in the teacher's role after introduction of ETV, are noted.

212 Martin, Gail M. "The Social Component in Communications Policy Research." Gazette, 22: 1(1976) 18-25.

The author notes the need for contemporary policy researchers to revise their methodologies to take into account future communication systems. Communication policy research thus should not only encompass social implications, but should consider the economic framework from which telecommunications evolve, existing and potential regulatory constraints upon developments, and the technical limitations and capacities of such systems.

The proposed approach for communication planning basically involves knowledge of what communication systems can do and a comparision of them with related communication activities presently operating within a society. This entails inquiry into what kind of information-seeking and/or communication behaviors people are engaging in that might be facilitated by the introduction of or modications to a telecommunication system.

Three main categories within which urban communications patterns need to be analyzed (if future planning is to be based on social parameters) were outlined as: (1) the magnitude of communication needs (based on two sets of measures), (2) a measure of the geographical range served by a specific communication method, and (3) determination of the minimal and/or most appropriate communications medium required for any kind of information to be made available.

213 Maslong, Crispin O. "Mass Communication and National Development: Marshall McLuhan Invades the Barrio." Solidarity (August 1969) 13-20.

Outlines the important role of the mass media in national development. Cites two studies which demonstrate the contribution made by the mass media in the development of a modern society. Discusses also the developmental and nation-building role of each of the mass media in the Philippines and calls for more investment in the information media of the country.

214 Massachusetts Institute of Technology. Research Program on Communications Policy. First Annual Report. Cambridge, Massachusetts: Massachusetts Institute of Technology, 1974. 36 pp.

Ithiel de Sola Pool's introductory comments survey developments in communications, with special reference to developments in the 1970s. He notes that although the implications of communications policy will become increasingly international, this fact is often neglected by Americans. The MIT program is intended to rectify this. Pool's comments are followed by reports on various studies carried out at MIT, and information about seminars, cognate activities, and publications. A program for the following year is included.

215 Massachusetts Institute of Technology. Research Program on Communications Policy. Report of Conferences on Integration of National Communication System. Cambridge, Massachusetts: MIT, 1973. 7 pp.

The conferences referred to in the title were both held in 1973, one at MIT and the other in Aspen. For these conferences participants were selected to represent science, engineering, economics, other social sciences, law, public affairs, and the media. One participant remarked: "Such people normally don't talk to each other." The main subject of discussion was the convergence of technologies. Ithiel de Sola Pool stated that in ten to fifteen years from the date of the conferences, three methods of communication, now operating more or less independently--telephone, mail, and broadcasting--might begin to compete with one another for new services likely to be available then. The planners of the first conference had assumed that some sort of integration between these methods of communication is desirable. This assumption was challenged early in the conference. This report brings out the viewpoints of the different categories of participants, but no conclusions seem to have been reached.

216 Mathison, Stuart H. and Philip M. Walker. Computers and Telecommunications: Issues in Public Policy. Englewood Cliffs, New Jersey: Prentice-Hall, 1970. 270 pp.

The growing interdependence of computers and telecommunications is a highly significant development for industry, business, government, and scientific research in the United States. Rapid advances in the computer and telecommunication technologies have generated new issues and problems for public policy and planning. In this book certain policy issues and problems have been examined. The following main problem areas have been covered: (1) the role of communications common carriers in data processing and information services to the public; (2) the desirability of message-switching services to the public by non-common carriers; (3) regulation of commercial data processing and information services; and (4) technical safeguards for the privacy of proprietary data during transmission and storage.

217 Maunder, Addison H. Agricultural Extension: A Reference Manual. Rome: Food and Agriculture Organization of the United Nations, 1972. 336 pp.

This comprehensive work on agricultural extension includes a number of sections dealing with extension policy. Factors which should be considered before making decisions are given in several checklists. The mass media, however, are almost entirely neglected.

218 Mead, Margaret. "Some Cultural Approaches to Communication Problems." In The Communication of Ideas, ed. Lyman Bryson. New York: Institute for Religious and Social Studies, 1948, pp. 9-26.

This article is concerned with the problems confronted by the mass communication of ideas or images fashioned professionally by one group of people in order to influence, persuade, or merely inform many times the number of people than were responsible for the original communication. Mead first discusses three primitive societies in which the communication of ideas is fixed by cultural practices into behaviors that each member of that society can easily understand. Each of the societies mentioned (Arapesh, Manus, and Bali) had very different communication systems. This shows the difficulty of communicating across cultural boundaries. With the addition of modern technological methods and the development of the study of propaganda and psychological research, planned communication campaigns assault individuals in societies that have less cultural controls than the primitive societies. The advertising agencies, to mention but one of the widely communicating groups, do not feel any responsibility for manipulation of symbols once holding a different meaning in the society to accomplish the goal of selling their product. Such debasement leads to a step backward in the political arena—demand for more control by central authorities who would see that there were no more haphazard uses of important symbols. The alternative is an increased system of responsibility by the various communication media. By professionalizing the fields of advertising, public relations, market research, etc., experts in these fields develop self-corrective systems so that they will be respected by the public more.

219 Mendelsohn, Harold. "Behaviorism, Functionalism, and Mass Communications Policy." Public Opinion Quarterly (Fall 1974) 379-89.

This paper examines and compares the policy implications of two approaches to mass communication research. The behaviorist approach points to dysfunctions and recommends policies that advocate replacement of "harmful" contents by "beneficial" contents. The policy recommendations take the form of normative prescriptions and lack constructive elements. The functionalist approach conceptualizes prior needs as motivating forces for media uses and gratification. This is legitimate and useful. However, reliance on survey data about needs is not a safe basis for general policy formulation. The author concludes that it is premature to depend on either of the approaches for broad policy formulation. Much more functionally oriented research is needed to create the basis for overall mass communication policy. However, specific policies can be generated from the existing research findings.

220 Meon, R. Narayan. Information Imbalance in the Print Media in Asia. Paper presented at Regional Conference on "Information Imbalance in Asia," April 21-26, 1975, at Kandy, Colombo, Sri Lanka: Asian Mass Communicatio Research and Information Centre. 14 pp.

The political imbalance in Asia has been the underlying cause of all imbalances of a socioeconomic nature as well as information imbalances found in mass and print media. The availability of print media compared to the explosion in population is alarming. The author provides statistical tables regarding the production of books, periodicals, and provision for libraries in developed and developing countries to strengthen his point of view. Some of the factors instrumental in this disparity are (1) explosion of student enrollment; (2) extent of literacy; (3) low expenditure on the growth of print media; (4) introduction of local languages as media of instruction without concommittant availability of competent personnel and relevant terminologies; (5) dependence of elite administrators on imported material for information gap; (6) poor reading habits; (7) lack of library facilities; (8) tremendous rise in paper cost; (9) absence of overall planning for the development of books; (10) nonavailability of adequate foreign exchange; (11) excessive urban concentration of the print media; (12) inadequate distribution and transportation facilities; (13) lack of cooperation among publishers. Measures like surveys of reading habits, training of translators, integration of book development into national development programs, book exhibitions and fairs, and development of libraries and reading rooms, have been suggested for removing the imbalance. For successful implementation of any regional program for development of the print media, initiative needs to be taken by governments and by people in the region.

221 Merrill, J.C. "The Role of the Mass Media in National Development: An Open Question for Speculation." Gazette, 17: 4(1971) 236-42.

Merrill is skeptical about the underlying correlational factors found in national studies of communication and development. He is not convinced that the mass media do, in fact, bring about national development and he draws attention to the scarcity of credible cause-effect studies. He recommends research on a specific medium in a specific country, at a specific time, to determine its effect on a specific problem.

222 Mesarovic, Mihajlo and Eduard Pestel. "Alternative Policies Tools," World Future Society Bulletin (May-June 1976) 4-5.

The authors, who are leaders of the Club of Rome's computer simulation project, note that crises in the present differ from those in the past, in that several tend to exist simultaneously and to be interrelated, that they gain momentum more rapidly, and that they tend to be more global than national. Previously policy makers reacted to crises, whereas now there is a need to prevent crises from arising.

Alternative Policy Tools (APT) are seen as the likely answer. The APT concept is computer-based. The Club of Rome team has developed a comprehensive data base containing numerous details about each country, and already West Germany is using this information to determine ways to assist developing countries. Other projects are under way in other countries and although these projects have different aims, organization, personnel, and financial support, their common bond is that of constructing an APT using the common conceptual heritage of the Club of Rome's Second Report project. It is important to ensure that short-term benefits in one region or country will not adversely affect long-term benefits there or elsewhere. Interactive policy analysis procedures will allow for comparative evaluation of all alternatives.

223 Michigan State University. Department of Communication. Communication and the Development of Nations: A Preliminary Bibliography. East Lansing: Michigan State University, 1966. 86 pp.

Contains 413 numbered and annotated entries arranged alphabetically by author. The coverage appears to be from the mid-1940's to the mid-1960's.

Lists of the relevant numbers are given under the following headings: I. Communication Systems (subdivided into Mass Media Systems and Oral Systems); II. Communication Content (Mass Media Content and Oral Content); III. Communication and Individual Change (Research on the Effects of Communication Exposure and Guides to Assessing Communication Effects); IV. Communication, Education and National Development; and V. Other Contributors to National Development (Social Change, Political Change, and Economic Development.

224 Middleton, John with Yvonne Hsu Lin. Planning Communication for Family Planning. A Professional Development Module. Honolulu: East-West Communication Institute, 1975. 3 vols.

This training module is designed for mid-career planners and administrators working in family planning communication programs. The Module Text is built around seven units, each of which deals with a set of planning concepts. The first unit presents a flow model of the planning process, integrating strategy planning with management planning. The remaining six units are structured around this planning model. Each unit contains a self-instructional narrative text, exercises, and self-tests. The Workbook consists of a series of planning forms structured to follow the planning model described in the text. The Manager's Guide contains suggestions for use of the module in group learning situations.

225 Mishan, E. J. Cost-Benefit Analysis. London: George Allen and Unwin Ltd., 1971. 364 pp.

In cost-benefit analysis, concern is with the economy as a whole with the welfare of a defined society. A cost-benefit analysis is advocated instead of profit and loss accounting because what is considered as a benefit or a loss to a specific part of the economy (to an individual or group) does not necessarily affect the economy as a whole in the same way. Designed basically as an introductory economics text, this book includes some simplified examples of cost-benefit studies, basic concepts, and theories, and outlines various external effects, as well as including some basic procedural techniques and measures of economic surplus, allocation, distribbution, and equity.

226 Mishra, Vishwa M. "Communication, Culture, and Modernization in Developing Countries: A Conceptual Model." Human Organization, 32: 2(1973) 215-17.

Mishra notes two common concepts found in communication development. One of these, the common ground approach, assumes that the symbols of modernized societies are universal. Mishra advocates the other approach, the point of contact orientation, in which modernization is related directly to local subcultural settings with the intention of making the culture contribute to communication efficiency. He suggests that more research on this latter approach may be useful in the development of a general theory of learning and communication.

227 **Mitra, Asok.** "Information Imbalance in Asia." Communicator (July 1975) 1-7.

This article lists some imbalances between the information systems of northern America and Europe and the countries of Asia: (1) The tremendous pace of growth of the multinationals in the information industry vs. the tiny nationals. The multinational information industry is one of the largest consumers of computer technology. The largest of these organizations, Reuters, Associated Press and the United Press International have made alliances with major economic services—the Economic Service-RES; Dow Jones, now AP-DJ; and UPI, the new Data News. These three control the news network that the third world nations must depend upon because the small nation's news networks are very tiny and cannot compete with them. The author states, "Each giant, even in choosing such words as 'observed,' 'charged,' and 'assailed,' inevitably interlards news with interpretation." Since the staffs of smaller news agencies are unable to check all the news items as they come on the tape against later arrivals, the author says, "Asia lies completely exposed without any filtering or protection whatever against the international giants." There is a listing of some of the Asian news agencies' physical capacities as compared to the giants in the industry, and some of the problems that the Asian news agencies face, such as higher tariffs, and limited use of teleprinter time. (2) The distance that the operation of information giants generate between neighboring countries. Since the Asian countries cannot afford the development costs associated with expanding their news services, most Asian news goes to London or New York and then back to other Asian nations. This is another filtering of news. The author lists a cost comparison which shows that it is much more expensive for Asian nations to transmit news between Asian countries than it is for them to get it via the huge news agencies. (3) The opinion forming sector in Asian countries seems to be rapidly passing into multinational hands. The elite groups read Time, Newsweek, and Reader's Digest before they read their own journals. They depend upon the huge news agencies to confirm news stories from other national news agencies. Statistics of Imported and Domestically Produced Television Programmes, 1970-71, are included.

228 Mitra, Asok. Mass Media in National Development and Social Change. Mimeographed. New Delhi: Publication Division, Ministry of Information and Broadcasting, 1973. 39 pp.

Paper prepared for publication by the Publications Division of the Ministry of Information and Broadcasting, examining the roles of mass media in national development. States that communication is "the very basis of shared and involved existence by means of which a living body persuades or is persuaded by others." The success of mass media as an instrument of social change is determined by its role as innovator, instructor, and persuader.

229 Mohamad, Abdullah. Information Imbalance in Broadcasting in Malaysia. Paper presented at Regional Conference on "Information Imbalance in Asia," April 21-26, 1975 at Kandy, Colombo, Sri Lanka: Asian Mass Communication Research and Information Centre. 18 pp.

Attempts to explain the role of the Malaysian

Broadcasting Department (RTM) in disseminating information, acting as an agent of change, and in the process gathering feedback from the people in terms of response and reactions to projects and policies of the government. In terms of exposure to the mass media (radio, television and the print media), 87 percent of the total adult population is exposed to radio programs, 76 percent to television, and 61 percent to print media. Cinemas cater to 69 percent of the population and rediffusion to 6 percent. Separate figures of exposure and information in the urban and rural areas have been provided. These figures clearly indicate that the flow of information from the government to the people, in particular through the media of radio and TV, has covered a wide area. Because of developmental needs, the contents of information in Malaysia follow different priorities when compared with developed nations. The priorities are inform, educate, and entertain, in that order. Detail breakdown of the contents balance in radio and TV is given in appendixes. Also, techniques of presentation of programs for urban and rural people vary according to their capacities to understand. It is clear from appendixes C and D that the proportion of locally produced programs, both for TV and radio, is greater than the proportion of foreign products. Thus Malaysia's approach to dissemination of information is a planned one and in consonance with its national objectives.

230 Molenda, Michael H. "The Educational Implications of Cable Television (CATV) and Video Cassettes: An Annotated Bibliography." Audiovisual Instruction (April 1972) 42-59.

This bibliography is divided into four sections:

(1) status and future of CATV (thirty-three items); (2) regulation of CATV (fifty-seven items); (3) CATV and education (forty-six items); (4) CATV and sociocultural concerns (twenty-two items).

231 Morgan, R.P. Satellites for U.S. Education: Needs, Opportunities and Systems. St. Louis: Washington University, 1972. 40 pp.

This paper gives the results of an interdisciplinary study of the potential applications of fixed and broadcast satellites for the transfer of educational information in the United States during the period 1975-85. Alternative systems and the economic and organizational aspects of an educational satellite system are discussed.

232 Mowlana, Hamid. "Toward a Theory of Communication Systems: A Developmental Approach," Gazette, 17: 1-2(1971) 17-28.

Mowlana begins with a quotation from Herbert Schiller which is illustrative of some of the recent literature which has shaken satisfaction with earlier theories of communication and development formulated by Siebert, Schramm and Peterson in the United States and by Williams in the United Kingdom. These theories and those of others, including Pye, Pool, Deutsch, Friedmann, and Almond and Powell are reviewed and compared, and the difficulties of formulating a new theory applicable to developing countries are discussed. Mowlana concludes that describing the characteristics of a given mass media system as a pure end product of the unilinear development of a single philosophical-political tradition is unrealistic. Instead he sees such a system as a hybrid born of multivarious philosophical-political traditions and in which, at various times, the influence of one or another, or of a combination of the, may be seen.

233 Mowlana, Hamid. "Cross-national Comparison of Economic Journalism: A Study of Mass Media and Economic Development." Gazette, 13: 4(1967) 363-78.

Newspapers emphasizing economic matters are a comparatively recent phenomenon in Asia. Mowlana first notes previous findings, for example, Daniel Lerner's conclusion that a high degree of correlation exists between media participation and urbanization, literacy and political participation, and then evaluates the role of economic journalism in national economic development in seven Asian countries. The comparison of these countries indicates that some political stability is required before economic journalism begins to increase. Mowlana also discusses the role of governments in increasing and supporting economic journalism.

234 Nakagawa. "Community and CATV" in Student Journal of the Department of Sociology, Momoyama University (March 1974) 37-53.

An in-depth study on the potential role and function of CATV for effective community development. The traditional role of CATV is to solve the problem of reaching the rural and mountainous areas. Hence, the Japanese and American CATV systems are studied. However, CATV seems to be creating a new channel enabling the community people to interact and discuss among themselves issues that are important to them.

235 Nakajima, Iwao. "The Broadcasting Industry in Japan: Its Historical, Legal and Economic Aspects." In International Studies of Broadcasting, ed. H. Eguchi, pp. 15-68. Tokyo: Radio and TV Culture Research Institute, Nippon Hoso Kyokai, 1971.

Nakajima examines the historical changes in broadcasting policies in Japan and analyses the legal characteristics of Nippon Hoso Kyokai with a discussion of its control and autonomy. Concludes with a discussion of the social and economic status of broadcasting in Japan that deals with the people's exposure to radio and television, the position of the broadcasting industry among the mass media, the national expenditure in connection with broadcasting, and the weight of the broadcasting demand in the electronics industry.

236 National Academy of Engineering. Telecommunications Research in the United States and Selected Foreign Countries: A Preliminary Survey. Prepared for the National Science Foundation. Washington, D.C.: National Academy of Engineering, 1973. 2 vols.

Volume 1 (63 pages) provides an overview of the survey and presents detailed results on some aspects. Volume 2 (216 pages) contains the text of the studies. Relevant technical details are almost entirely confined to volume 2. The papers in volume 2 are grouped under the following headings: The Systems Approach; Human Factors; Terminals, Sensors and Displays; Transmission, Modulation/Demodulation and Coding; Switching, Routing and Control; Processing and Storage; and Miscellaneous. The foregin countries covered are Canada, Japan, and several European countries. The conclusions and recommendations fill nearly thirty pages in volume 1.

237 National Academy of Sciences. Systems Analysis and Operations Research: A Tool for Policy and Program Planning for Developing Countries. Report of an Ad Hoc Panel of the Board on Science and Technology for International Development, Commission on International Relations. Washington, D.C.: National Academy of Sciences, 1976. 98 pp.

In this report the panel provides an exposition of systems analysis methodology and its limitations; illustrates the application of SA/OR in India, Korea, Mexico, Pakistan, and the United States; gives the requirements for establishing and operating an SA/OR group; and discusses appropriate training for SA/OR personnel, and the implications for technical assistance. SA/OR is described as a proven method of assisting with decision making that is particularly useful when dealing with scarce resources, yet it is noted that many decision makers have avoided SA/OR techniques simply because they do not understand what can be achieved by their use, or else because they have confused this process with others, or even with some isolated part of the whole SA/OR process. There are, however, some situations in which SA/OR techniques are not the most appropriate and these are also discussed.

The reports notes that an SA/OR team must include experts in electronic computers and applied mathematics. Access to a computer is essential, but the computer itself may even be located in another country. As large a proportion as possible of the team members should be nationals of the country in which the study takes place since a detailed knowledge of the unique conditions of the area is essential. Properly carried out SA/OR can assist the planning process in three ways: by providing an understanding of the relevant factors and of the ways in which they interact, by predicting the possible consequences of alternative actions and policies, and by assisting in the selection of the best path to the desired goal.

238 National Iranian Radio Television. Prospective Planning Project. *Worldwide Trends and Conditions Affecting the Future of Broadcasting: A Delphi Study of Issues and Capabilities.* Tehran: National Iranian Radio Television, 1975. 52 pp.

This study had two aims: to obtain a worldwide perspective on the evolving roles of broadcasting institutions, and to discover any general relationships which might exist between the policies of broadcasting organizations and political, economic, cultural, and financial, factors in the environments of these organizations.

Four important policy issues were chosen for study: (1) Should programs be designed for a mass audience or would a segmented approach with many programs designed for specific minority audiences be preferable? (2) Should the broadcasting agencies be autonomous, or controlled by governments or other bodies? (3) In what way should values be treated? Should a dominant set of values be consistently presented in the programs, or should highly diverse values be allowed to emerge? (4) Should the structure of broadcasting organizations be centralized or decentralized?

The potential impact on policies of certain selected communications technologies was examined. The Project team also considered the tensions which arise when there is programming conflict, for example, the development needs of the nation versus the entertainment needs of the people. Access and feedback were also examined.

The sample size for the study was small, and the authors state that their conclusions should therefore be eyed critically. Nevertheless, they reached conclusions that they believe can be helpful in the planning process. A decision made concerning one policy tends to limit the options available on others; changes in environmental variables should be monitored to allow preparation for their potential impact; and broadcasting agencies considering the introduction of new activities, not traditionally associated with broadcasting, would do well to cooperate with other institutions rather than to try to function independently since the number of new activities in which they may be expected to become involved is almost unlimited. They also state that in most of the countries studied, a rapidly growing requirement for cost-effective broadcast agency investment decisions was noted, and that this, in turn, tends to produce a need for a national communications policy.

239 National Telecommunications Planning (NTP) Branch. Telecomm 2000. Melbourne: Australian Government

Printing Unit, 1975. 166 pp.

This document is not designed as a detailed blueprint for planners but is a report from the National Telecommunications Planning Branch to the Australian Telecommunications Commission. Its purpose is to serve as a guide in looking to the future of telecommunications in Australia. The report also looks to possible directions in Australia's social, economic, and technical futures in the twenty-first century. Included in the report are discussions and descriptions of various key technologies which appear to have the greatest significance for telecommunications, and recommendations to the Commission concerning specific areas for futher research and basic areas that should be focused upon. A glossary listing the various new developments in telecommunications technology is also included.

240 Nayar, Baldev Raj. National Communication and Language Policy in India. New York: Praeger, 1969. 310 pp.

There are fifteen major languages spoken in different regions of India. The English language continues to serve as a link language among the educated population. Hindi, the state language, serves the function of the main link language. The language situation in India presents challenging problems of communication policy and planning for national integration and development. In this study the author "examines policy planning and implementation in the realm of interregional communication in India." The strategy of language planning is examined in relation to the two major aspects of language use--the language of official administrative communication, and the medium of instruction in education.

The state governments of India have accepted the principle of three-language formula (mother tongue, Hindi, and English), but there is a considerable gap in its implementation with respect to Hindi. The use of Engish and Hindi is promoting greater interregional communication, but the tendency to replace the English language by the regional languages at the University level may widen the gap.

241 Neal, Harry Edward. Communication: From Stone Age to Space Age. Rev. ed. New York: Julian Messner, 1974. 192 pp.

This book is a popular historical account of ancient and modern communication technology and techniques. The account covers a wide variety of the means of communication from primitive cave drawings, ancient Egyptian hieroglyphics, printing and pony express to telegraph, telephone, radio, television, and space communication. The story of human communication is told in a manner which shows how communication affects our daily lives.

242 Nelson, Harold L. and Dwight L. Teeter. Law of Mass Communications: Freedom and Control of Print and Broadcast Media. 2d ed. Mineola, N.Y.: Foundation Press, 1973. 713 pp.

This book deals with the existing mass communications law in the United States. The authors note the many changes in the law that have resulted in many alterations in the second edition even though the first edition was published only four years before. The coverage is comprehensive and includes the historical background and sections on principles and development of freedom of expression, rights in conflict with free expression, libel and slander, copyright, the rights of the state, the public interest, access to government information, advertising regulation, antitrust law, and licensing.

243 Nordenstreng, K. Audience Research for Defining Communication Policy: Malaysia. Paris: UNESCO, 1972. 18 pp.

A UNESCO survey of national situation, the state of communication research, and the precondition for audience research in Malaysia. Recommendations include possible organizations for communication and audience research, financing, staffing, methodology and mechanics of audience research. Also included in the appendix is a brief description of all the audience research projects carried out in Malaysia.

244 Nuss, Eugene M. and Emile G. McAnany. "The Role of Instructional Television in the Educational Reform of El Salvador." Educational Broadcasting International (September 1971) 179-88.

El Salvador's educational television program planners saw the opportunity for educational reform which the introduction of ETV provided. The Ministry of Education was reorganized and a Division of Instructional Television created. Teacher training and supervision were radically altered. The result is that the curriculum has greater flexibility and more motivation has been observed in the learning and teaching environment.

245 O'Brien, R. C., E. G. Wedell, and M. J. Pilsworth. The Role of Broadcasting in National Development: Senegal Case Study. See entry no. 291.

246 O'Leary, Dennis M. "Asian 'Telecommunity' Nears Reality." DEPTHnews Report (1 October 1975) 4 pp.

This brief report gives news of an Asian telecommunication network planned to come into operation by 1976-77 and to extend from Afghanistan to the South Pacific. The U.N.'s International Telecommunication Union has been assisting in the planning and other preparations. Both satellites and undersea coaxial cables will be used in this network.

247 Organization for Economic Cooperation and Development. Computers and Telecommunications. OECD Informatics Studies, No. 3. Paris, 1973.

The first part of this study is a report by OECD panel on policy issue of computer and telecommunications interaction. The second part is a survey by Dieter Kimbel on the economic, technical, and organizational issues relating computers and telecommunications in OECD countries. The panel report states that an orderly development and effective management of computer/communications systems should flow from national policies and national development goals. In developing policies, priority considerations should be given to the industry structures, positive regulatory processes, domestic and international objectives, and technological research and development.

Part 2 of the study deals extensively with the communication needs of society, economics, and the institutional arrangements related to computers and telecommunications.

The tentative findings of the survey are summarized under the following headings: (1) concepts of computer telecommunication systems; (2) economic and social impacts; (3) the service sector; (4) key industry considerations; (5) technical and economic constraints; (6) institutional interdependence; (7) planned activities in the field of telecommunications; (8) political and institutional constraints; and (9) the competition issues.

The study highlights the enormous potential impact of computers/telecommunications systems in providing education, health, and other services at considerable saving in the costs of services. It also points out that only Canada and Japan have taken significant steps towards integrated policy formulation and planning of telecommunications.

248 Owen, Bruce M., ed. Telecommunications Policy Research: Report on the 1975 Conference Proceedings. Palo Alto, California: Aspen Institute Program on Communications and Society, 1975. 190 pp.

Areas in which there was ongoing research were selected by members of the conference organizing committee. The subjects covered were: setting priorities for telecommunications research; issues in public enterprise pricing; public broadcasting; communications satellites in developing countries; the impact of new communications technology on the print media; alternatives to the rate base regulation; television programming and the consumer; economies of scale in telecommunications; media concentration and the First Amendment; electronic telecommunications and the Postal Service; satellites for data services; development in two-way cable television; information economics; coupling policy research to regulatory policy making; Public Service Satellite Consortium;

teleconferencing; decommercialization of children's television; and behavior of regulatory commissions. In the report are selected abstracts of papers along with reports of the discussion, and some selected speeches and individual papers.

249 Owen, Bruce M., David L. Grey, and James N. Rosse, eds. A Selected Bibliography in the Economics of the Mass Media. Stanford, California: Research Center in Economic Growth, 1970. 83 pp.

This bibliography includes some older articles and books which, in the opinion of the editors, were significant contributions to the literature, as well as more recent material dealing with the economics of the mass media on either academic or public policy levels. It covers radio, television, cable, satellites, newspapers, journals, and advertising, from various viewpoints, including theory, regulation, public policy, and technology and development.

250 Owen, Bruce M., Jack H. Beebe, and Willard G. Manning. Television Economics. Lexington, Mass.: Lexington Books, 1974. 218 pp.

This book provides a broad overview of television economics and a review of possible future developments. The importance of economic factors is emphasized since the authors consider that lack of economic understanding has contributed to the formulation of futile, naive, even counterproductive policies, but social, political, psychological, and other factors are not ignored.

The authors share some ideas that are also a part of FCC policy, namely that television should provide, at the lowest possible cost, what the viewers want, and that First Amendment freedoms should be inherent in policies, but they are also critical of the FCC's tendency to protect important vested interests since this, in turn, frustrates the achievement of the other two goals.

With regard to programming they see a competitive system as preferable if there were unlimited channels but suggest that one central program decision maker is more desirable when channels are limited since the various competitors each imitate and duplicate the other's programs. They suggest a rotating control of the networks with each program decision maker being responsible for all channels on a particular day, or days, of the week. In their discussion of cable television they conclude that its major goal should be to provide programming not available through commerical television.

The book includes an excellent bibliography containing over 600 items on the economics of broadcasting.

251 Panday, N. R. The Present State of Information Flow in Nepal. Paper presented at Regional Conference on Information Imbalance in Asia, 21-25 April 1975, at Colombo, Sri Lanka. 5 pp.

Radio Nepal is government-owned. It was organized in 1951, and covers almost all of the country. Its transmissions can be heard in other Asian countries. The exposure of Nepalese people to foreign broadcasting is great. Nepalese people like Radio Sri Lanka for the music offered, and programs in Hindi which can be understood by Nepalese speakers. In Kathmandu Valley, where the capital is, there are a number of small newspapers. Nepalese receive many Indian newspapers and periodicals. The government puts out a larger sized newspaper than the smaller papers usually printed. There is almost no film industry in Nepal. The Royal Nepal Film Corporation has been in existence four years and has produced only one feature film. Only about six other feature films have been produced in Nepal. Almost all films shown in Nepal come from India. Eighteen of the sixty plus nations with which Nepal has entered into diplomatic relations have embassies in Kathmandu. Eight of these embassies have opened reading rooms and show some films from their own country. The author reviews some of the newspapers and radio program content in more detail.

252 Park, Ben. An Introduction to Telemedicine: Interactive Television for Delivery of Health Services. New York: Alternate Media Center at the School of the Arts, New York University, 1974. 255 pp.

The author defines telemedicine as two-way television providing visual and auditory communication to facilitate health care. Unlike ordinary television, which is active only at the source and passive at the receiving end, telemedicine allows feedback. Its use alleviates many health care problems: Interdependent and expensive resources for medical specialization no longer need to be clustered in specific locations, nor do the specialists who use these resources. This in turn enables physicians to live and work in rural areas without the danger of becoming out of touch with the latest medical developments.

The history of telemedicine from its origination at the University of Nebraska in 1959 is given, and there is also a lengthy account of the varying reactions by medical staff and by patients to telemedicine. This includes resistance on the part of many physicians, largely because they see it as an unwanted form of peer review.

Park suggests that telemedicine research should be undertaken as a unified large-scale project and he notes that the absence of such unification is resulting in considerable duplication. The project should be interdisciplinary, considering sociocultural, economic, political and technical factors as well as medical factors.

Details of a number of current and pending telemedicine projects in the United States are given. The capabilities of telemedicine in various fields are noted, among them being those of dermatology, radiology, psychiatry, and speech therapy. The final chapter discusses some unresolved issues. A glossary of telemedical terms is also included.

253 Parker, Edwin B. "Information and Society." Annual Review of Information Science and Technology, ch. 11, 1973.

The three elements that make up our new and largely man-made environment and, hence, determine the quality of life are matter, energy and information. Information, which is the pattern of organization of matter and energy, has a potentially infinite supply. It may be the only way to permit continued improvement in the quality of life without large increases in consumption of matter and energy. All of society's expenditures on education, broadly defined, can be viewed as investment in the distribution of information. The role of information in society will be determined by how our society answers these economic questions concerning the production of information, the distribution of information, and the technological infrastructure for information storage and transmission. Statistics in this chapter show that there has been a relative decline in the percentage of the economy of the United States devoted to matter and energy and a relative increase in the percentage of the economy devoted to information. One study included shows that with 1958 data, the production and distribution of knowledge accounted for twenty-nine percent of the GNP in 1958, and that the information segment of the economy is growing at the rate of approximately ten percent per year, a rate approximately double that of the economy as a whole. Occupations associated with this field are the fastest growing in the work force. Expenditures on information may constitute the most promising investment in improved economic productivity. Another form of investment in information is expenditure on education. One study attributes twenty-three percent of U.S. economic growth from 1929-57 to increases in the level of education and twenty percent of this growth to advances in knowledge. Since the information section of the economy is growing at a higher rate than agricultural and manufacturing sectors, more attention needs to be paid to the efficiency of expenditures on information. Since we are becoming an information-rich society, we must consider which information services are most likely to lead to economic growth. Also investment focused on education and research in the information sector of the economy itself may be the best chance for productivity gains in the economy as a whole. Two studies cited illustrate why a free-enterprise system underinvests in information production or education. Continuing governmental involvement is needed in financing information services such as libraries and education. But these services have not benefited from cost-reduction changes in their means of production and distribution as have, for example, manufacturing sectors which have developed lowered unit costs from productivity gains and economies of scale. One source said that a major challenge to educational institutions is to find a way to use technology to increase productivity. This chapter discusses major information technology trends in the next decade. Policy implications for national science, education, technology and library are discussed.

254 Parker, Edwin B. with the assistance of Ali Mohammadi. National Development Support Communication. Stanford: Institute for Communication Research, Stanford University, 1975. 46 pp.

The assumption is made that technologies and institutions, as well as messages, can be planned to support the goals of national development. A general discussion follows of the goals of national development, factors and constraints influencing development, and the general strategies available to rapidly developing countries. Specific aspects of communication, including communication technology, institutional structure, and choice of messages, are then examined to discover how they can support development. In conclusion, policy and planning issues associated with national development support communication are summarized.

255 Parker, Edwin B. with the assistance of Marc Porat. Social Implications of Computer Telecommunications Systems. Paper presented at the Conference on Computer/Telecommunications Policies, 1975, at Paris. Stanford: Stanford University, 1975. 62 pp.

Discussions of social implications of computer/ telecommunications systems are often approached from the point of view of either technological forecasting or of technology assessment. Parker rejects these approaches. He recommends that while awareness of the potential of the technology is still important, the social problems and social goals urgently requiring attention should be the main points of focus for policy analysts, and they should structure both technology and institutions to obtain their objectives. He emphasizes this important point--that often the key to the solution of social problems lies in changing the institutional structure.

What others have termed the post-industrial society Parker sees as an information society, with the dominant labor activity of the future being information processing. Since, in information processing, energy is used to manipulate symbols rather than physical objects, less energy is required and, theoretically, unlimited economic growth is possible despite a steady zero-growth state with regard to energy and materials. Some present and much new consumption could be diverted into information-intensive goods and services, and the continued application of information in research, could lead to more efficient use of energy and materials. The economic structure of the information society should be a cooperative system rather than a competitive system based on neoclassical economic theory.

Government policies in the information age often are still geared to the industrial age. It is desirable to formulate policies such as those which would stimulate productivity gains within the information sector (as opposed to financing labor-intensive information activities), or that would encourage the concept that the object of labor should be ideas rather than things. One way of doing this would be to place a heavy tax on advertisements designed to increase cónsumption of energy and/or materials. International policies are also seen as requiring more emphasis on cooperation.

Among the consequences foreseen as the information age progresses are either adverse development along the lines of Orwell's 1984 or beneficial development such as participatory democracy. Which of these will develop depends mainly on who has control of the transmission of information, and the amount of access available. Theoretically, lowered technical costs should increase access, but some of those who currently hold political or economic power may be antagonistic to this since it would reduce their power. Aspects of property rights in information, privacy, teleconferencing, and the implications for work and leisure, education, banking, trade, consumer information, public administration, and health are also discussed.

In conclusion Parker deals with policy questions, such as the need for research and policy analysis, and especially for economic research to develop, refine, and validate new and more appropriate indicators of economic statistics; the need for policies enabling computer-communication networks to provide a development infrastructure; the need to examine government research policies to ensure that sufficient investment is made in the most suitable research projects; and the need to clearly define rights of access to information networks. Parker sees open access as the most important feature of the information society. Irrespective of the ownership and control of facilities, without open access the results could be disastrous.

256 Pawley, Edward. "The Evolution of International Frequency Planning." Intermedia, 2: 4(1974) 3-8.

The first attempt at frequency planning took place in 1906 at an international conference held in Berlin. In November 1926 the Geneva Plan, a frequency assignment plan for medium-wave broadcasting stations in Europe, came into effect, and by 1927, the date of the International Radio Conference in Washington, strong competition already existed for space in the radio-frequency spectrum. Pawley gives details of many other international conferences held, and about the formation of various international conferences held, and about the formation of various international broadcasting organizations. He also gives some information about the way in which broadcasters use frequencies, and about the effect of overlapping, and the skywave phenomenon.

257 Pelletier, Gérard. Proposals for a Communications Policy for Canada: A Position Paper of the Government of Canada. Ottawa: Ministry of Communications, 1973. 35 pp.

Several questions were asked and the purpose of this paper is not to present exclusive or definite answers but, rather, to put forward a number of optional solutions as the most productive possible basis for public discussion by all concerned. These questions were (1) how can Canadians be assured of a reasonable variety of choice in the communications services available to them, and what must be done to ensure that at least basic communications services are available to all Canadians, wherever they may live, at just and reasonable rates? (2) how can Canadian telecommunications systems be developed and used, to the greatest possible extent, to foster Canadian social and cultural values, and to provide a sure means of disseminating a Canadian perception of Canada and of the world to all Canadians? (3) how can the east-west links which are essential to the social, cultural, and economic development of the country be maintained and developed in relation to the powerful pull of north-south ties? (4) what can be done to ensure that Canadian communications systems are and remain effectively in Canadian ownership or under Canadian control? (5) what are the best means of harmonizing federal and provincial objectives and activities in the field of telecommunications for the greatest benefit to all Canadians?

258 Peters, Alaba. "Film and Television in Africa: Tools or Toys." Africa Report (November 1970) 21.

Peters is critical of television in Africa as too dependent on imported programs. It has tended to be a medium for the elite and too expensive for most Africans. Among his suggestions are that African governments standardize transmission frequencies, and reduce the cost of television. While he favors governmental control of national stations, he believes that a central coordinating body such as the Organization of African Unity could be the licensing authority for commercial regional television.

259 Pilsworth, Stella. The Role of Broadcasting in National Development. Manchester, England, 1974. 65 pp.

More than 100 references to books and journal articles dealing with the role of broadcasting in national development are given. Most are annotated. Brief statements about the occupations and employing organizations of the authors are included. The coverage is from 1970 to August 1974.

260 Ploman, Edward W. "Broadcasting and Change." Media Asia, 1: 3(1974) 25-28.

Communication policy makers today have many options to choose from and their choices will have profound effects upon society. Not only technological factors but also social, political, and cultural issues need to be considered.

Ploman raises many questions which require much thought by people in general, by broadcasters in particular, and, above all, by communication policy makers.

261 Ploman, Edward W. A Guide to Satellite Communication. Paris: UNESCO, 1972. 35 pp.

Ploman presents basic information on communication satellites and satellite communication to assist decision makers. Hardware and software costs are discussed. Cultural development, international law, and the implications of satellite broadcasting for educational development are among other topics covered.

262 Ploman, E.W., A. Berrada, and P. Clergerie. Arab States: The Use of Satellite Communication for Education and National Development. UNESCO Report No. 2342/ RMS RS/FF. Paris: UNESCO, 1971. 78 pp.

This report is an exploratory study of the use of satellite communication for education and national development in the Arab states. It reviews the development objectives and current status of broadcasting in a number of Arab countries.

The study concludes that to attain the objectives stated or implied in the national development plans, the Arab countries would require advanced methods and technology of communication. Television can play an essential role. The planning of a television network for national coverage should carefully consider all technical questions including the option of satellite technology. With regard to the satellite option, the study concludes that such a system should be conceived in terms of satisfying many national and regional requirements, and should be designed so as to provide greatest possible flexibility and low cost installations.

263 Polcyn, Kenneth A. An Educator's Guide to Communication Satellite Technology. Washington, D.C.: Information Center on Instructional Technology, Academy for Educational Development, 1973. 99 pp.

This guide deals with the general nature, basic economics, and the evolution and development of communication satellites from Echo I to Intelsat IV. It also covers present and future satellite educational experimentation, which includes a discussion of the Indian experiment in the use of satellite broadcasting for educational purposes. Appendixed are a bibliography, a glossary of terms, and a glossary of abbreviations.

264 Pool, Ithiel de Sola. "The Rise of Communications Policy Research." Journal of Communication (Spring 1974) 31-42.

The author asserts that communication policy has emerged as a field of research. There is a growing interest in the normative basis of selecting alternative forms of new communication systems and restructuring and reorganizing existing systems. The reasons for this new trend are that communication technology is growing at an exponential rate, and various social and institutional problems relating to communication have emerged as urgent social issues. The developing countries have become more interested in communications as an instrument of development.

Some of the important policy issues examined by Pool are: (1) ownership and control of the means of communication; (2) sources of finance for communication services; (3) copyright, censorship, rate setting, and cost accounting; (4) centralization vs. decentralization; (5) development functions and responsibilities of the communications media.

265 Pool, Ithiel de Sola. The Satellite Broadcast Controversy. Cambridge, Massachusetts: Massachusetts Institute of Technology, 1973. 76 pp.

Pool bases his paper on the premise that television broadcasts from satellites to countries which do not want them is less of a real concern than a psychological one. He believes that both technical and economic factors will prevent countries from transmitting unwanted broadcasts to another country, and that those factors will still exist twenty years from now. He observes that there are many ways in which an uncooperative country can render futile the attempts of the transmitting country. It can refuse to build or sell equipment capable of receiving the direct broadcasts; it can prohibit the use of dish antennas; it can broadcast a strong signal to jam the would-be incoming broadcast. While it is possible to put a power source for broadcasts on a satellite, the cost would be immense, and even in this case, the money might be spent in vain since the possibility of jamming would still remain. Pool also examines the attitudes of the United Nations, UNESCO, and ITU about this matter.

266 Pool, Ithiel de Sola, Philip Stone, and Alexander Szalai. Communications, Computers and Automation for Development. UNITAR Research Report No. 6. New York: U.N. Institute for Training and Research, 1971. 61 pp.

This report, written in three separate, nonintegrated parts, includes some futuristic speculations aimed at stimulating consideration of new factors in developmental policies. Part 1 is a general overview. Developing nations are not receiving the full benefit of the ever-accelerating communications revolution. The governments of many of these countries do not seem to have fully realized the value of communications investment, yet government participation is essential in establishing television transmission systems or satellite interregional connections. United Nations encouragement and assistance is seen as necessary. Reduced costs of some communications facilities are foreseen during the Second Development Decade, making previously inconceivable programs possible. It is pointed out that the most advanced communications technology frequently requires less maintenance, less skilled manpower, and less participation on the user's part than do more primitive devices. In other cases, however, the use of more simplified methods may reduce costs. Some advantages and disadvantages of radio, television, telephone, motion pictures, electrostatic and photostatic copying, computerized information retrieval systems, and satellites are discussed, and some lessons of experience and barriers to communication development are listed. Part 2 deals with computers in some detail, including relevant economic factors, and international coordination among developing countries. Part 3 considers automation in general with regard to developing countries and concludes with mention of the need for more research, and with the warning that the idea of "step-by-step industrialization along traditional lines" is outdated and unsatisfactory--yet still it influences development planning to an unwarranted degree. An international center offering impartial expert advice on automation projects is suggested. This last writer also advocates the use of the most advanced technology which he sees as the only way to reduce the gap between developed and developing nations.

267 Potts, Jim. "The Function of Film as an Educational Medium in Development Work." Educational Broadcasting International (March 1975) 15-19.

A description of opinions and views on film as an aid in development, expressed by the participants in a seminar at Uppsala, Sweden. Recommendations for increasing the role that film can play in national development are given.

268 Prasada, B. and J. P. Hingh. Advanced System for Communication and Mass Education for India's Development: Final Report. Kanpur: Indian Institute of Technology, 1969. 232 pp.

This report is concerned with a unique experiment in engineering education by the Systems Design Group at the Indian Institute of Technology. The authors believe that social change does not come automatically with economic change and that India's past investments in development projects will not produce satisfactory dividends unless awareness of the need for social change is effectively generated. The role of television in this process is discussed.

269 President's Task Force on Communications Policy. Final Report. Washington, D.C.: U.S. Government Printing Office, 1968. 482 pp.

A result of growing awareness of the important role telecommunications play in society, and an outgrowth of President Johnson's August 1967 message on communications policy, this report is concerned primarily with the legal and economic structure of communications systems. Specific policy considerations and recommendations are included.

Four basic axioms guided the study: (1) an accepted goal of national policy is that the United States is to remain as a leader among nations in communications science and technology and services; (2) telecommunications policy should seek to maintain and develop an environment that is always sensitive to consumer needs; (3) the realm of telecommunications should be viewed as a system (public to private, at home and abroad); and (4) special consideration should be given to the needs of developing nations.

Traditionally, telecommunications have been viewed by government primarily as more of a mission-support function rather than a focus for public policy, as reflected in government's past involvement in the formulation and implementation of communications policies. Thus, the result has thus been policy that has evolved as a patchwork of limited, largely ad hoc responses to specific issues without a cohesive framework for planning. A new governmental telecommunications "capability" is called for to help realize the benefits of new technology. The report notes that this proposed capability and a communications policy training program would serve as the prerequisites for the formulation and implementation of a coherent and comprehensive telecommunications policy. The study thus notes government's important role in the development of telecommunications; however it is careful to note that government should not and cannot take over the functions of private business. Thus, the report advocates strengthening governmental capabilities, both in the FCC and in the Executive Branch to develop and implement policies which will enable the private sector to reach its full potential.

The report also covers the organization of international telecommunications industry, policies to support and strengthen INTELSAT, uses of domestic satellites, telecommunications needs of less developed countries, structure and regulation of the domestic carrier industry, future opportunities for television, and spectrum use and management.

270 Pritchard, M. "Future of Educational Mass Media in Ethiopia." Educational Broadcasting International (June 1973) 98-101.

The author was the leader of a survey team which, in 1972, surveyed the achievements of Ethiopia's mass media center and made recommendations for the future. In this article he outlines the problems encountered and mentions future development possibilities.

271 Program on Information Technologies and Public Policy. Program Scope, Aims and Practices. Annual Report 1974-1975, vols. 1 and 2. Cambridge, Massachusetts: Harvard University. 20, 32 pp.

These booklets are reports on the details of the research, teaching, and communication activities of the Program on Information Technologies and Public Policy. Included in the booklets are discussions of the program's scope, purpose, audiences, and structure. The program is not designed to recommend specific policies, but to provide the public as well as governmental agencies, committees, and private corporations with information on trends, policy options, and consequences. Both volumes include charts on the approximate gross revenues of the information industries, and graphs showing various trends of telecommunication technology cost and utilization. The reports raise basic policy questions, outline faculty seminar programs, and review new books.

272 Pye, Lucian W., ed. Communications and Political Development. Princeton, New Jersey: Princeton University Press, 1963. 381 pp.

This volume contains eighteen contributions by distinguished social scientists covering such topics as models of traditional and modern communication systems, communication development and development process, the emergence of professional communicators, communication and motivation for modernization, and communication theory of modernization. The articles examine policy implications of various findings and insights, and discuss rational application of communication in attaining social development objectives. The focus of discussions is on the role of the mass media of communication in transitional societies and on analyzing how investments could be made for developing communication institutions as a part of national development. Two articles discuss communication and development in mainland China and Turkey.

273 Rafe-uz-Zaman. "Developing ETV for Social Education in Pakistan." Educational Broadcasting International (June 1974) 69-73.

Educational radio and television in Pakistan have as their first priority a campaign for functional literacy. The author notes the importance of simultaneously improving formal education for children and adult education, since illiterate parents can hinder their children's school performance, whereas literate parents can teach their children even when formal education is unavailable or insufficient. Experience in Pakistan indicates that although most children take five years to achieve literacy, adults can reach the equivalent level in six months. The importance of community viewing centers and radio forums are also stressed since these enable trained staff to stimulate discussion and follow-up activity.

274 Rahim, Syed A. "Communication Approaches in Rural Development." In Communication and Change--the Past Ten Years--and the Next, eds. Wilbur Schramm and Daniel Lerner. Honolulu: University Press of Hawaii, 1976.

Presents a list of factors differentiating various approaches of communication for rural development, and then examines three major approaches or strategies: the extension and community development approach, the ideological and mass mobilization approach, and the mass media and education approach. Each strategy is critically examined in the light of experiences in India, Bangladesh, China, Tanzania, and Colombia. The relative effectiveness of the strategies are compared and contrasted.

275 Rahim, Syed A. Communication and Rural Development in Bangladesh. EWCI Case Study 3. Honolulu: East-West Communication Institute, 1976. 60 pp.

This case study examines the trends of rural development communication in a broad historical framework of political and cultural change in Bangladesh. After examining the recent national rural development programs, the study concentrates on the Comilla Rural Development Project. Communication planning, strategies, techniques, and evaluation in the Comilla Project are analyzed in detail and a number of conclusions are drawn.

The author concludes that development communication is not merely a matter of transmitting information about how things can be done better by village people, how agricultural productivity can be increased, or how family size can be controlled. Communication has a broader function of helping people to restructure their mental framework in interpreting specific events and phenomena and in relating to the larger world beyond their village. Rural development activities require that the village people establish new social relations with the people in the government, business, and urban sectors. Both mass media and interpersonal communication are necessary to establish and maintain those relationships. The nature and effectiveness of the communication processes are determined by the institutional and organizational innovations that take place in the society. Improvement of rural development communication may require restructuring and strengthening of the components of the communication beyond the villages.

276 Ral, L. Deosa. Mass Communication: Its Progress and Plan in Nepal. Mimeographed. Kathmandu, Nepal, 1971. 8 pp.

Stresses the need for setting up a communications ministry in Nepal for better utilization of mass media in national development. The proposed ministry should encompass all aspects of mass media including telecommunications and postal services, as well as other semi-government corporations.

277 Rao, Y.V.L. "Administrators, Practitioners, Researchers Agree: As Change Agents, They are Interdependent." Media Asia, 1: 1(1974) 42-47.

This article is a review of the Regional Conference on Communication and Change in Rural Asia held in autumn 1973, in Bangalore, India, in which newspapermen, broadcasters, government information specialists, administrators, and communication scholars discussed their collective roles as change agents. Change takes place within a social milieu, and any strategy for communication must take into account the differences among societies and within societies. Therefore, although some characteristics within a region may be the same, planners must consider the dimensions of these similarities and develop their practices to be most effective in the locality where the actual changes are to be encouraged. The success of communication depends on cooperative action and calls for the coordinating machinery and for policy planning that takes such needs and interdependence into consideration. The article next discusses the more specific problems confronting each of the three roles interacting for change--the administrator, the practitioner, and the researcher.

278 Rao, B.S. et al. Satellite Television: A System Proposal for India. New York: United Nations, 1968. 15 pp.

This paper deals with four possible alternative systems of providing nationwide television coverage in India. These are a conventional rebroadcast system with terrestial microwave interconnection; satellite broadcasting; a combination of the two aforementioned systems; and, a hybrid system with five rebroadcast stations, combining direct broadcast and rebroadcast systems. Cost estimates are included.

279 Rathjens, George, R. Butman, and Ramesh Vaidya. Radio Broadcasting and Telecommunications in Nepal. Cambridge, Mass.: Center for International Studies, Massachusetts Institute of Technology, 1975. 24 pp.

This discussion of the problems and possibilities of radio in Nepal considers radio broadcast services, radio for education in school, and two-way telecommunications. References to two other pertinent studies are made frequently in this report, namely, Radio Listening Patterns in Nepal, 1974, by New Educational Reform Associates, and Development of Broadcasting for National Advancement, by N.L. Sahdev for UNICEF.

The authors project some alternate courses of development and their costs, including merely increasing the power in the Kathmandu station, adding a transmitter at another site linked to Kathmandu by microwave, or adding several transmitter sites. The Nepalese government at present taxes imported radios over seventy percent but with expanded service the sale of radios to new listeners could offset the costs of providing such service. A reduction in sales tax and duties would greatly increase the number of users. The author states, ". . . in a society where transportation is very difficult and literacy and the availability of printed matter is low, it may well be that radio could be of great social importance, even aside from the possibility of its being used for formal educational purposes."

At present, radio is being used in a limited experiment for education in areas close to the transmitters at Kathmandu. The author projects some costs for expansion of this service into all schools, or for correspondence lessons for teacher training. Due to the limited access to communications centers in many parts of Nepal, expansion of the two-way radio system would be of great assistance to the health care of persons in rural areas, to weather reporting from airfields to save on aborted flights due to unknown weather conditions, supply and delivery of needed commodities, etc. Other communication systems, such as ones based on a satellite, are too expensive for the limited use they would receive, and so are not a feasible alternative at present.

280 Razai, Ghasem K., Erskine Childers, and N. Naeem Butt. Preliminary Proposals for an Iranian Development Support Communication System. Bangkok: UNDP/UNICEF Development Support Communication Service, 1971. 52 pp.

After giving a short background on how this plan was developed, the report summarizes some of the achievements of Iran's Fourth Development Plan and lists some of the socioeconomic problems that exist in Iran today. The concepts involved in development support communication, as a structure guiding Iran's development with planned communication interaction between all ministries and through all the levels of planning and implementation, are presented. The proposed structure of Iran's Development Support Communication System is elaborated upon. Three organizational charts are included. The annexes review the present communication efforts in Iran and list the persons consulted in regards to this proposal.

281 Republic of Korea. Ministry of Public Information. Mass Communications. Korean Series, no. 6, 1967? 40 pp.

This pamphlet covers the history of four media in Korea--newspapers and press agencies, radio and television, motion pictures, and publication and printing--from early history until 1965.

282 Richstad, Jim and L.S. Harms, eds. World Communication: Population Communication, Communication Technology, Communication in the Future. Honolulu: East-West Communication Institute, 1973. 96 pp.

In this volume are the papers that were presented at a 1973 East-West Communication Institute conference on the subjects indicated in the title. [illegible] editors have contributed a final paper on what they term the "neo-Lasswell theory," an emergent system paradigm of human communication, which resulted from an examination of the three main topics with the purpose of discovering any significant ways in which they are linked. The key themes generated in the papers were the concepts of "talking back" and interaction. Thus, they went beyond the Lasswell paradigm, which is based on one-way communication. The editors note the profound moral dimension of the neo-Lasswell theory and hint at the likelihood that no social institutions will be unaffected as the oligarchic model, so frequently found in institutions of all types, gives way to the participatory model.

283 Rivers, William L. and Michael J. Nyham, eds. Aspen Notebook on Government and the Media. New York: Praeger, 1973. 192 pp.

This book is a report of three seminars held by the Aspen Program on Communications and Society in 1972. The first of these seminars dealt with government media relations, the second with regulatory issues, and the third was a critique session, taking a broad overview of the issues and proposals discussed at the first two seminars. The final chapter of the book summarizes the discussion in the form of proposals for government action. In each instance, a problem is stated. This is followed by the proposal, and frequently also by either an alternative proposal or an opposing viewpoint. A seven-page glossary is included.

284 Rivers, William L. and Wilbur Schramm. Responsibility in Mass Communication. New York: Harper and Row, 1969.

An authoritative study of the mass media of communication and the public interest. Examines four normative theories of mass communication--authoritarian, libertarian, Soviet Communist, and the social responsibility theory. The authors discuss many important problems, including freedom and government control, objectivity and fairness in news reporting, popular art and responsibilities of the government, and the codes of conducts of various media in the United States.

285 Rivkin, S. R. Cable Television: A Guide to Federal Regulations. Santa Monica, Calif.: Rand Corporation, 1973. 356 pp.

The first comprehensive guide, analysis, and sourcebook on federal laws and regulations dealing with cable television. Since the FCC issued its plan for cable development in 1973, meeting federal standards has been the key to planning cable television service, not only for municipalities and citizen groups, but for cable systems and commercial interests. Subjects covered are carriage of broadcast television, program exclusivity and copyright, cablecasting and channel capacity, the role of state and local authorities, technical standards and operating requirements, and FCC procedures. In addition to analyzing FCC rules in the context of applicable statutes and cases, the guide includes a compendium of seventeen original documents and source materials. Prepared for both the layman and the lawyer, it will be especially useful to communities making franchise decisions, because its interpretive comments highlight areas of uncertainty and ambiguity in federal regulations.

286 Robinson, Gertrude Joch and Donald F. Theall, eds. Studies in Canadian Communications. Montreal: McGill University, 1975. 191 pp.

This anthology brings together eleven essays on contemporary thought regarding Canadian communications. The articles cover three broad areas: theory, policy, and practice. The theory articles have a distinct Canadian flavor, deriving from the works of Harold Innis and Marshall McLuhan. The policy issues discussed are largely derived from the theoretical propositions. On the practical level two articles examine two novel communication projects--the "Raven" project on intermediate communication technology and rural isolation, and the project of the National Film Board, films for social change.

Four main themes are incorporated in one or the other of the essays. These are Canada's unique communication philosophy due to geopolitical marginality; the government's attitude toward regulation; the interdependence between communication and cultural policy; and the inadequacy of organized academic study of communications in Canada.

287 Rogenberg, David A. "The Development of Modern Mass Communications in the Philippines: A Case Study of the Institutional Growth in a Developing Country." Ph.D. dissertation, Cornell University, 1972.

This thesis examines some structural factors that facilitated or inhibited the growth and development of daily press in the Philippines, as the society went through the transition from a traditional oral media system to professionalized mass communication system. The author explained the observed limited degree of professional development and institutional integration in the press in terms of certain historical factors, primacy of politics, and poor government-media relations. He also discussed two alternatives to the present unstable situation: Nationalization of the media and internal reform.

288 Rogers, Everett M. Social Structure and Communication Strategies in Rural Development: The Communication Effects Gap and the Second Dimension of Development. Paper presented at the Cornell-CIAT International Symposium on Communication Strategies for Rural Development, 1974, at Cali, Colombia. 17 pp.

Rogers observes that although communication strategies may provide for the conversion of theoretical, research-based understanding of communication into a form able to be utilized in development programs, such research utilization has been inadequate in the past. Communication strategies have been neglected because of the assumption that "good" innovations will sell themselves. He recommends network analysis since he believes that it will help to show how social structure affects communication processes, and that it may help to shift the focus of communications research about social problems from "individual-blame" to "system-blame." We are also reminded that traditional communication channels, such as puppet shows, balladeers, village theater, and storytellers have high credibility in the villages and, therefore, have considerable potential for assisting in the achievement of development goals.

289 Rogers, Everett M. Communication Strategies for Family Planning. New York: Free Press, 1973. 451 pp.

A summary and synthesis of information and knowledge about communication strategies for family planning in a broader framework of communication theory and research. Rogers emphasizes the "taboo" nature of family planning communication and examines its implication for communication strategy and planning. He suggests modifications in the classical diffusion model for family planning, and provides many research findings and practical examples on how communication efforts for family planning objectives can be made more effective. The book utilizes extensively the experiences of family planning programs in Pakistan, Indonesia, the Philippines, India, and China. A chapter on "organizations" examines various organizational problems of family planning agencies as they relate to communication.

290 Rogers, Everett and Patricia C. Thomas. Bibliography on the Diffusion of Innovations. Ann Arbor: University of Michigan, 1975. Unpaged.

The first part of this bibliography lists empirical diffusion studies. Following this is a second alphabetical sequence containing bibliographies, summaries of diffusion findings reported in other publications, and theoretical writings. Altogether the bibliography contains more than 2500 items.

291 The Role of Broadcasting in National Development. A research project supported by the Ford Foundation under the auspices of the International Broadcast Institute, 1974-75.

Katz, E. and D. Shinar.
Brazil Case Study. Jerusalem: Hebrew University, 1975. 178 pp.
Peru Case Study. Jerusalem: Hebrew University, 1975. 46 pp.
Thailand Case Study. Jerusalem: Hebrew University, 1975. 67 pp.

O'Brien, R.C., E.G. Wedell, and M.J. Pilsworth.
Senegal Case Study. Manchester: University of Manchester, 1975. 41 pp.

Wedell, E.G. and M.J. Pilsworth.
Algeria Case Study. Manchester: University of Manchester, 1974. 54 pp.
Nigeria Case Study. Manchester: University of Manchester, 1975. 94 pp.
Tanzania Case Study. Manchester: University of Manchester, 1975. 46 pp.

These seven case studies all follow a similar pattern. First, background information about the country is given, followed by a history of the broadcasting system and then by current information on programs, advertising, staff training, finance, relationships between broadcasting institutions and governmental agencies, educational aspects of broadcasting, etc. Details given in this latter section vary from country to country. Most of the case studies also include a final section entitled "promise and performance of broadcasting," which often contains quite a lot of criticism of performance. Reasons for the inadequate performance are usually given. Development of broadcasting in these seven countries shows considerable variance. For example, Nigeria has had television since 1959, while Tanzania still does not have it, and Algeria is developing an internal satellite system.

292 Rowland, Willard D. " 'Public Involvement': The Anatomy of a Myth." Public Telecommunications Review, 3: 3(May/June 1975) 6-21.

This article deals with public broadcasting agencies in the United States. Rowland is particularly critical of governing boards which recruit new members from a very narrow socioeconomic sphere and which do not, therefore, provide adequate representation for the nation as a whole. The interests of industry and of the commercial mass media are overrepresented. Such board members tend to have similar perceptions of the nature of society and to have stereotyped conceptions of their audience.

He notes some public indifference, an attitude that the board members seem to prefer since it results in fewer viewpoints to consider. At present broadcasting in the United States is not reaching its total potential audience and thus is less effective as a means of communication. A power struggle between local and national broadcasting organizations also complicates matters. It is suggested that since local and national boards are both too narrow and too similar in composition, they are unable to recognize each other's shortcomings or to see the need for a wider range of service options. Power for its own group rather than improvement of programs is the aim of each.

Rowland suggests that boards be made truly representative so that input from all sectors of the public could affect programming policy, and so that the relationship between the public and the broadcasting agencies could become one of creative, mutually supportive understanding.

293 Rowley, C. D. The Politics of Educational Planning in Developing Countries. UNESCO Fundamentals of Educational Planning, no. 15. Paris: International Institute for Educational Planning, 1971. 59 pp.

This study is designed to enable readers to have a more general understanding of educational planning and how it can be of help to national development. This booklet is primarily concerned with the effects of development politics on the process and responsibilities of educational planning. It discusses the political complexities and priorities that must be considered by the educational planner, who must keep a balance between what is best and what is possible.

294 RTV International, Inc. A Plan for Expansion and Development of Broadcasting in Ethiopia. New York: RTV International, n.d. Unpaged.

In this proposal RTV International offers management and technical assistance to the Ethiopian Broadcasting Service for a period of two years for an estimated cost of almost $240,000. RTV International provides consulting, advisory, management, and related services to governmental and private broadcasters outside the United States who wish to develop or improve their broadcasting facilities, to establish or alter their organizational structure, or to increase media effectiveness in achieving national development goals.

Of the three basic systems of broadcasting control presently found in various countries--the state-owned and -operated system, the state licensed private enterprise system, and the public organization--RTV International favors the latter. This would result in considerable changes in Ethiopian broadcasting, since it is state owned. The disadvantages of the first two alternatives are pointed out, as are the increasing prevalence of public corporations in newly independent countries and the similarity between the problems of these countries and those of Ethiopia. Recommendations about policies are made, and it is suggested that both a national policy board and an internal policy committee of the proposed broadcasting corporation be formed. A chart of the suggested organizational structure is given, along with job descriptions for the positions of director of broadcasting and operations manager. A four-page breakdown of the estimated expenses for the two-year operation is included.

295 Sackman, Harold. Mass Information Utilities and Social Excellence. New York: Auerbach Publishers, 1971. 284 pp.

The four main parts of this book include (1) a description of the origins, status, and direction of mass information utilities and public interest; (2) case histories of early computer utilities; (3) presentation of the preferred method of dealing with the problem experimental method in a systems science context; and (4) a review of the social implications of mass information utilities. In essence, the book progresses from a formulation and description of the problem to potential approaches and options for social solutions. The aim of this particular sequence is to encourage new thinking about mass information utilities in terms of social effectiveness, an area considered most important in the book.

296 Sackman, Harold and B. Boehm, eds. Planning Community Information Utilities. New Jersey: AFIPS Press, 1972. 501 pp.

This book presents the principle components of a prototype plan for the social planning of communities incorporating information utilities. The book notes that stakes are much too high to allow a universal information revolution to occur without intelligent, cooperative social planning with the public's interest in mind. The three main areas covered include information services, system design, and management of information utilities. Within each main area, experts were solicited to author each chapter under the general guidelines and basic assumptions of the editors.

297 Sandell, P. "Technological Aids for Improving Communication Efficiency." Agcommunication, 1(January 1973) 33-36.

Sandell uses the term "technological aids" to refer to what others have called audiovisual aids, and he draws attention to their usefulness in passing information on to farmers. He notes, among other things, that many farmers lack confidence in handling mechanical gadgets, therefore the equipment should be easy to operate; that the software should be capable of easy, inexpensive transfer by postal, and other systems; and that thought should be given to possible multi-media and/or multi-lingual presentations.

He is writing about the use of such media in India, but much of what he says is applicable to other countries, for example, his warning that the cheapest systems are not always the wisest choice even when funds are scarce. He is confident that greater use will be made of such media in the Indian agricultural sector in the future.

298 Sarabhai, Vikram. Television for Development. Paper presented at the Society for International Development Conference, 14-17 November 1969. 13 pp.

In a brief review of television for development in India, Sarabhai points out that the problems of planning and management of software for a television system are more formidable than the problem of hardware development. The paper includes background information on DAE-NASA ITV experiment in India.

299 Sarabhai, Vikram A., et al. The Application of Space Technology to Development. New York: United Nations. 1973. 79 pp.

Study of the salient features of space technology and its applications covering not only those already proved but also others that appear to hold great promise in the present decade. Chapter 1. Introduction to space technology for development. Chapter 2. Satellite communication and its applications: reviews history; earth stations; satellite communication for education, culture and information; UNDP assistance for satellite communications; review of COMSAT, INTELSAT, and Interspudnit; frequency band allocation for satellite television broadcasts. Chapter 3. Space technology in the service of meteorology: weather satellites; research programs; rapid exchange of meteorological data; dissemination of weather forecasts. Chapter 4. Remote sensing: review of field; applications; a short directory of earth resources research centers. Chapter 5. Conclusions and proposals for action: social and political factors affecting adoption of space applications; space applications for developing nations; satellite, meteorological, and remote sensing applications; international organizations; international financing for space technology applications. Annexes: Summary of proposals for action; list of some documents issued by the UN and specialized agencies in connection with the application of space technology to development.

300 Sarabhai, Vikram, et al. INSAT--A National Satellite for Television and Telecommunication. Paper presented at Session IX of the National Conference of Electronics, 24-28 March 1970, at Bombay. 21 pp.

Briefly describes DAE-NASA experiment on television for development, possible uses of Indian Satellite program and presents a national strategy for a television and telecommunication satellite. Recommends that a mixed system of direct broadcast and rediffusion from ground stations is the best satellite television strategy for India.

301 Saxena, Anant P. "Designing a Computerized System of Information Storage and Retrieval." Agcommunication, 5(August 1974) 8-13.

Saxena suggests the establishment of a computerized system, dealing with instructional technology, which would assist developmental activities by (1) collecting, content analyzing, and storing information; (2) providing the means to retrieve the information; and (3) serving as a link between the users and the producers of instructional technology. He includes a flow diagram indicating the operation of the system, and mentions several specific ways in which the system is useful, including providing a cumulative index of both sources and materials. This could be used as a selection aid and would help prevent unwanted duplication of materials.

302 Schiller, Herbert I. "The Appearance of National-Communications Policies; A New Arena for Social Struggle." Gazette, 21:2(1975) 82-94.

This article is based on a paper presented, in 1975, to the Colombian Institute for Social Development's Workshop on National Communications Policies. Schiller sees domination through mass media as another element in the capitalist-socialist struggle, and he disagrees with Ithiel de Sola Pool's contention that ideology has no place in policy research. He notes the American (and thus capitalist) domination in communications due to superior technology, and states that many countries, including Canada, are drawing up plans for a national communications policy with emphasis on national culture rather than foreign influence. Domination is achieved through control of production and transmission. One question asked by the Canadians was "what can be done to ensure that Canadian communications systems are and remain effectively in Canadian ownership or under Canadian control?" The problem for developing countries in this regard is obvious.

Schiller is also concerned with ideological information presented within countries. He stresses that people (and especially groups that have suffered from domination and/or discrimination) need facts, and that at present the media provides facts which are not impartial but which convey ideological overtones that are detrimental to these groups. Schiller sees present communications research, planning, and policy making as ways of promoting a more efficient status quo. He suggests that, in addition, there should be system questioning and consideration of alternative social models.

303 Schiller, Herbert I. The Mind Managers. Boston: Beacon Press, 1971. 170 pp.

An analysis of the "hidden processes" that make the mass media in the United States effective means of manipulation and social control. The author states that this book sketches "a possible approach by which the information gathering and information dissemination processes can be examined critically and their most basic functions understood--in contradiction to what they claim to be doing."

After analyzing the institutional techniques of controlling and manipulating information in the United States, the author concludes that the new communication technology would probably be more manipulated for social control and maintenance of the vested interests, but, simultaneously, these would be a rapid growth in the "knowledge labor force," and extension of the scope of its critical outlook. This would generate countervailing movements leading to instability and "desperately needed" social changes.

304 Schiller, Herbert I. Mass Communications and American Empire. New York: Augustus M. Kelley, 1969. 170 pp.

Schiller notes the comment made in 1967 by Radio Corporation of America President, Robert Sarnoff, that information will become a basic commodity, similar to energy, which will function as a form of currency in world trade. Others have given "economic opportunity" and "competition" as reasons for expanding American communications media. This, in turn, leads to an expansion of American commerce and the exporting of American values, and for these reasons Schiller is critical of the concept of the "free flow of information." Multinational corporations are seen as a new form of colonialism, and one which would be ineffective without communication media.

He notes the choice facing many developing countries of accepting foreign commercial broadcasts or of not having television at all. If accepted, the broadcasts foster increasing consumerism, but since the consumer demand cannot be met the result is increasing frustration. Sometimes, also, harmful products may be advertised since commercial interests are often indifferent to the public interest. The foreign programs, themselves, may also form and reinforce a taste for mediocre programming.

Schiller recommends responsible international regulation of programming so that the "market forces in the West" will not gain too much influence, especially in the developing countries. He devotes a chapter to satellite communication, pointing out that the technical advantages of the developed countries have enabled them to gain disproportionate power. In the late 1960s and early 1970s many countries, dissatisfied with INTELSAT, began to plan their own satellite systems. Schiller attributes this to the emphasis on American national interest in the then existing organizations concerned with satellite communication.

Finally, he advocates a government-financed non-commercial system of broadcasting providing a better quality of program than most of those provided by the privately owned commercial system. He argues that American broadcasting should provide an example of "meaningful programming" which would assist developing countries in formulating their own internal communication systems. At present there is a tendency for the commercialism of the United States to be imitated. He is also not aware of the problems in the United States that may be generated or exacerbated by existing broadcasting trends.

305 Schramm, Wilbur. Communication Satellites for Education, Science and Culture. UNESCO, Reports and Papers on Mass Communication, no. 53. Paris, 1968. 23 pp.

Paper examing the present pattern of satellite communication focusing on the problems involved in bringing them to serve educational, scientific, and cultural objectives. Contains a section on the designing and integrating of a communication satellite system. A course of action is outlined to facilitate the adoption of the strategies discussed.

306 Schramm, Wilbur. "Communication Development and the Development Process." In Communications and Political Development, ed. Lucien W. Pye, pp. 30-57. Princeton: Princeton University Press, 1963.

Paper discussing the developments in communication as nations move from the traditional society to the modern industrial society. Seeks to understand, explore, and compare the viewpoint that developments in communication are brought about by the economic, social, and political evolution which is part of the national growth, with the viewpoint that these communication developments are themselves the chief makers and movers of that evolution.

307 Schramm, Wilbur. Mass Media and National Development. Stanford, California: UNESCO and Stanford University Press, 1964.

A classic study on communication and development. Schramm examines the human meaning of development, the structure and flow of communication in the developing world, what communication can do for development, and how communication systems can be built and developed within the overall process of planned social change.

Schramm discusses the relevance and implication of communication research as an arm of economic and social development and then reviews planning, finance, training, equipment and materials, and the legal and institutional considerations for building the mass media. In the final chapter, he presents a set of recommendations for developing countries. Some of these recommendations a (1) balanced planning for the growth of mass media to maintain interdependence between the media and other aspects of development; (2) combining the mass media with interpersonal communication; (3) developing and maintaining local media in small towns and villages; (4) reviewing restrictions on the importing of informational materials; (4) reviewing restrictions on the importing of informational materials; (5) establishing communication industries;

(6) training communication personnel; and (7) sharing experiences with other countries.

In appendixes the author presents a pattern for a basic mass communication inventory in a developing country and discusses the meaning of communication satellites to the developing countries.

308 Schramm, Wilbur and Daniel Lerner, eds. Communication and Change: The Last Ten Years--and the Next. Honolulu: The University Press of Hawaii, 1976. 384 pp.

In 1964 a meeting of distinguished scholars at EWCI resulted in the volume Communication and Change in Developing Countries. Just over ten years later a second meeting was convened, with many of the same scholars in attendance, to review what had happened in the intervening decade in the use of communication for development. From that second meeting have come the papers in this volume. Development is discussed in terms of a total program of social change. Several development models, using China, Korea, Bangladesh, and India as examples, are examined in some detail. The quality of life, social organization, and interpersonal communication are emphasized.

309 Schramm, Wilbur and Lyle Nelson. Communication Satellites for Education and Development: The Case for India. A Study for the U.S. Agency for International Development. Stanford, Calif.: Stanford Research Institute, 1968. 272 pp. SRI Project 7150. Contract AID/csd-1901.

Report focuses on the educational, economic, cultural, organizational and political factors affecting the feasibility and utility of satellite communication in India. Among the topics discussed are (1) how effective is television, (2) high priority tasks that call for television,

(3) considerations in deciding upon satellite television, (4) alternative strategies and systems for India, and (5) the meaning of "reasonability". An annotated list of the references used concludes the report.

310 Schramm, Wilbur and William J. Platt. Satellite-Distributed Educational Television for Developing Countries. Vol. 1. Stanford, California: Stanford Research Institute, 1968. 45 pp.

This report is based on a study designed to determine the potential of educational broadcasts by satellite in developing areas. India and Latin America were chosen as case studies to illustrate both national and international applications. The feasibility and utility of satellite communications with regard to educational, economic, cultural, political, and organizational factors is examined.

311 Schramm, Wilbur, et al. The New Media: Memo to Educational Planners. Paris: UNESCO, 1967. 175 pp.

UNESCO. New Educational Media in Action: Case Study for Planners. Paris: UNESCO, 1967. 3 vols.

These four volumes are based on a research project financed through a contract with U.S. AID. They are designed for the policy makers and planners concerned with education and development.

The New Media is a synthesis of findings from twenty-three case studies in seventeen countries. The term "new media" is defined as "placing a machine or other electronic device in the communication process in such a way as to extend the student's sight and hearing through space and time so that he can actually see and hear the teacher or what the teacher wants to show him."

The new media are being used in meeting a variety of needs--upgrading instruction, training teachers, extending the schools, literacy and fundamental education, and adult education and community development. The effectiveness of new media appears satisfactory, although it varies from case to case.

The success depends on many factors, including strong support from top authorities, phased planning, trained staff, high quality media content based on national goals, organized group action at the receiver level, and adequate feedback. The costs of new media greatly vary from project to project. The economics of the new media are very complex because of the pilot nature and limited coverage of many of the projects, and the difficulty in measuring benefits in concrete economic terms. Although media projects rarely save money over present budgets, the evidence shows the possibility of long-term savings in the context of growth and development of the society, and in current savings in human resources.

The three case study volumes contain detailed information on television, radio, and other media projects in India, Thailand, Japan, Australia, Italy, U.S., Niger, Nigeria, Algeria, Peru, Colombia, and some other countries.

312 Seiden, Martin H. Cable Television U.S.A.: An Analysis of Government Policy. New York: Praeger, 1973. 252 pp.

Seiden views Community Antenna Television (CATV), or cable television, as a minor part of the communications industry which has been made into a controversial area of mass communications in the United States by what he considers to be the over-involvement of the Federal Communications Commission (FCC). The inconsistency of FCC policy, including the fact that the commission has on three occasions altered its rationale for regulating CATV, is strongly criticized by Seiden. He also takes a look at such matters as operating costs of CATV systems, problems of audience measurement, availability of spectrum space, local and state regulations, and the potential impact of space satellites. Five landmark cases—the first in the late 1959—are also discussed. The author is skeptical of some of the reasons given at different times for FCC regulations, and suggests that the FCC's "bureaucratic approach" may be one of its problems.

The appendix gives the 1972 FCC rules. Seiden objects to their complexity and queries their necessity. He suggests that local government regulation would be preferable to federal government regulation and gives his reasons for this preference.

313 Seminar on Motivation, Information and Communication for Development in African and Asian Countries, 1974, at Ibadan, Nigeria. Papers. London: International Broadcast Institute, 1975. 71 pp.

The Ibadan Seminar was the first of a series being arranged by the I. B. I. to bring together researchers, planners, decision makers, and practitioners in the fields of development and communication. Participants concentrated on the use of communication and information media for the acceleration of rural development. Since it was believed that essential to all development programs is the development of man himself and that planning and implementation development action must be carried out with the people and not for them, some attention was given to ways in which people generally, and rural people in particular, could become more involved.

The working papers are arranged in three groups. The first group deal with motivation and with resistance to development, and also with the role of various systems in transferring information. The second group covers specific issues related to the use of modern media and in particular the use of radio for development purposes. In the third are interwoven summaries on development support communication and on the practical application of this in Iran, followed by a paper on mass communication in African traditional societies. The working papers are followed by the reports of the working groups on the use of traditional media for development purposes; issues and problems connected with the use of non-traditional and modern media for development purposes; and research in development communication. This latter group particularly noted that in view of the limited resources of developing countries, attempts should be made to avoid the existing duplication of research efforts by improving transmission of research results and by developing cooperative research.

314 Seminar-Workshop on Development Support Communication in Agrarian Reform Papers. Mimeographed. Quezon City: Department of Agrarian Reform, 1973. 1 vol. (various pagings).

Contains seven papers which discuss 1) support communication in the development process; 2) appropriate media for information outputs; 3) requisites for effective administration on a development support communication program; 4) related information inputs in other development programs, employment and manpower development; 5) information inputs in economic development programs; 6) scope of Agrarian Reform Program of Philippines; 7) agrarian reform in the New Society and the welcome and opening remarks presented during the workshop.

315 Sen, Amartya K. "Models of Educational Planning and their Application." Journal of Development Planning, 2(1970) 1-30.

Sen discusses, evaluates, compares, and contrasts a number of alternative approaches to educational planning. He then examines the educational planning experiences of India, Turkey, and Yugoslavia. Finally he discusses the relationship between theory and practice in educational planning.

316 Sewall, John K. Establishing a Communications Complex in a Developing Nation: Factors for Consideration. First draft. Washington, D.C., 1972. 96 pp.

Throughout Sewall's paper the point is reiterated that communication will not be effective if the communicator is unaware of how local customs and norms may influence the reception of communications. He includes chapters on effective communications based on past experience and on effective communications based on present trends. Another section deals with program planning considerations, and he emphasizes that all to frequently, too little planning is done. Experience is said to be a good teacher. Sewall points out that it is also an expensive one, and he suggests a number of less expensive ways in which much can be learned from the mistakes others have made.

317 Sharma, S. K. and Singh, Jagdish. Television in Agricultural Transformation. New Delhi: Indian Agriculture and Research Institute, 1972. 77 pp.

The authors give background information about agricultural television in India, including tele-clubs and communications satellites, and they then review some of the literature dealing with research in this area. They come to the following conclusions: While television is, to some extent, effective in increasing the farmers' technical information and in making them receptive to agricultural innovations, and while it is useful for illiterate and semi-literate farmers as well as for the literate ones, some formal education is desirable if they are to obtain full advantage from the programs. The impact of television is independent of the economic status and size of holding of the farmers, while extension agencies have proved more useful to the farmers of higher economic status. There was an indication that television was not drawing its maximum potential audience since there was a tendency for farmers to expect entertainment from television, and the authors therefore recommend interspersing items of entertainment with those designed to impart agricultural knowledge. They also recommend the provision of a comprehensive television service and not one which adresses its audience "as farm workers, as illiterates, or as people with families that are too large. They call for more imaginative programs resulting in both stimulation and incidental learning. Many of the existing programs were found to be reaching only those farmers who were already oriented toward change and achievement. Other criticisms of programs were that often the language was too technical, and that sometimes the technology shown was the kind suited to optimum conditions and therefore not applicable to many of the viewers. Monotonous and repetitious broadcasts were also deplored. Integration of television into the overall educational system was recommended. They suggest that more research and better planning are needed and they indicate several aspects of program design which require greater attention.

318 Shaw, Eugene F. "Communication Development: A Modest Proposal." Gazette, 16: 4(1970) 231-39.

Shaw presents a critique of Lerner's modernization theory and gives the conflicting findings of a later work by Schramm and Ruggels. He also notes Pye's three types of communications structures: traditional, transitional, and modern. Shaw suggests a paradigm for further research based on polarizations of isolation vs. interdependence, ignorance vs. information, and impotency vs. impact. He notes that when this is used to dichotomize the population of developing countries, a strong association is seen among the three elements on each side of the dichotomous set. He believes that attempting to explain why this is so, and whether in given societies the ascendancy of one or the other of them is instrumental in allowing an integrated communication system to evolve, may prove to be useful. And if the results are then compared with the general development of these social systems, some practical implications for developmental strategy may come to light.

319 Shingi, P. M. "Agricultural Information and Its Management." Agcommunication, 1 (January 1973) 19-22.

New information generated at universities, agricultural colleges, etc. needs to be effectively transmitted to the village level change agents if planned programs of agricultural change are to succeed.

Shingi makes several criticisms of past methods of agricultural communication in India and recommends certain measures to improve communication. He suggests measures for reaching the small farmers directly, bypassing opinion leaders.

320 Shobaili, Abdulrahman Saleh. "An Historical and Analytical Study of Broadcasting and Press in Saudi Arabia." Ph.D. dissertation, Ohio State University, 1971. 367 pp.

This comprehensive study of the communication media in Saudi Arabia is divided into six parts. The first part gives a summarized background of Saudi Arabian history and a review of the underlying structure of the Ministry of Information. Part 2 contains a quantitative and qualitative analysis of the press, while the third part deals with radio broadcasting, and the fourth with television. In the fifth part, the American forces radio and television and the Arabian American Oil Company's mass media communication systems are discussed. An overall evaluation of the media system and its operation, and suggestions for improvements are given in the sixth part.

321 Singh, K. N. "Need for Agricultural Communication Strategy." Agcommunication, 2(March 1973) 9-15.

Dr. Singh examines various factors that effect agricultural communication in India. He concludes with the comment that there are now many agencies involved in the communication of agricultural technology and that a coordinated, integrated approach is required with, possibly, separate communication strategies for different areas according to their levels of development.

322 Singh, J. P., R. P. Morgan, and F. J. Rosenbaum. Satellite Networks for Education. St. Louis: Washington University, 1972. 21 pp.

This paper is based on a continuing study of the potential uses of communications satellites in education. The authors note the characteristics and structure of networks, and discuss the pressures within the United States education system which are resulting in such networks. Existing networks involving various educational media are examined, and several alternative satellite-based systems are described. Some attention is also given to public policy aspects of future satellite networks.

323 "The Skyriver Project," Educational Broadcasting International (March 1975) 20-23. (Adapted from the article "The Skyriver Project. The Story of a Process," by Tim Kennedy, Access, No. 12, Challenge for Change/Société Nouvelle, National Film Board of Canada.)

The Skyriver Project was developed as a way of bridging the communication gap between legislators and villagers in Alaska. Tim Kennedy, who initiated the project in the village of Emmonak, describes vividly the way in which it was organized, the intrinsic participation of the villagers at all stages, the effectiveness of the project with regard to both education and housing programs, and the reactions of the villagers themselves, of people in other villages, and of government officials. Films and videotapes were used to provide direct messages from the villages. The preparation of these messages resulted in greater interaction within the village since only films showing either a consensus or majority viewpoint were sent to administrative officials or legislators. The latter, in turn, frequently sent a reply by videotape. Before the project started attempts to communicate in either direction had frequently resulted in a bureaucratic impasse.

324 Smith, Alfred. "The Primary Resource." Journal of Communication, 25: 2(Spring 1975) 15-20.

Smith examines the concept of communication as a primary resource in the post-industrial society and advocates a new economy having a different structure with different program of inputs and outputs to project trends and make policy decisions. He predicts the study of communication economy will be a new policy science, the deveopment of communication policy will be a huge program, and a new communicate elite will grow to make policies.

325 Smith, Delbert D. Satellite Applications for Education, Culture and Development. Paris: UNESCO, 1973. 96 pp. COM/WS. 333.

Smith considers the potentialities of space communication for education, national development, and cultural exchange. He also discusses the social and cultural implications of developing satellite communication systems. He includes accounts of satellite experiments in Brazil, Canada, India, and the United States.

326 Snead, Betty. "Technologies That Teach." War on Hunger (March 1975) 6-15.

The program carried out in El Salvador and which was widely regarded as a "landmark system," is mentioned and readers are referred to a more detailed account in War on Hunger, November, 1970.

An important warning is given, that "gadgetry can spread poor teaching to millions as readily as good teaching," but with use of the new technology, such ineffective teaching can also be observed and changed.

Cost effectiveness is important and this is resulting in increasing attention to radio instead of the more expensive television. Some advantages of the use of radio are noted, and a planned mathematics instruction system that will be completely radio-based is mentioned. Snead concludes by noting the almost limitless potential applications of educational technology.

327 Social Communications Center Development and Research Foundation. An Integrated Communications Program for Social Development. Manila, 1974. 321 pp.

This book is an attempt to spell out some theoretical and practical guidelines for the work of the Social Communications Center Development and Research Foundation. It tells about the Foundation's approach to development communication programs already worked out by the foundation giving the background on the subject, an analysis of the problems, a suggested communication approach, and a proposal on the use of the various media.

328 Soedjatmoko. "Communication Problems in Development." Solidarity, 8: 5(November 1973) 35-38.

Several important issues are raised in this article (1) the basic philosophy of development--its aims, outcomes and side-effects; (2) the feasibility of the present education system, which creates the frustrations of rising expectations; and (3) given the inefficiency of central bureaucracy, the need for communcators to find their own channels in development work.

329 Soifer, Jack. "A Broader Research Approach in Brazil." Education Television International (June 1970) 118-22.

Soifer reviews the mass media and the educational system in Brazil, with emphasis on its past inadequacies. He notes attempts to reform the educational system and, in particular, the creation of a new government body in 1969 for the purpose of introducing educational innovations, coordinating efforts, and establishing a national educational policy incorporating use of the new mass media. At the time of writing the Technical Co-ordinating Group had not established the scope of its studies, research, and development plans. However, Soifer gives some of the main implications of the work with which this organization will be concerned.

330 Sommerlad, E. Lloyd. National Communication System: Some Policy Issues and Options. Paris: UNESCO, 1975. 35 pp.

In this paper the profile of an organized communication system is sketched, its various components are described, and some of the important issues and options that arise in defining the objectives of the system, in organizing its structure, and in formulating measures to control or support it are identified.

331 Space Communications: Increasing UN Responsiveness to the Problems of Mankind. A Report of a National Policy Panel established by the United Nations Association of the United States of America. New York: UNA-USA, 1971. 63 pp.

In the areas of development assistance, education, peacekeeping and disaster warning and relief, the UN's operations could be significantly improved if it had a more modern communications system. The present system is no longer adequate. It grew in response to necessity rather than being properly planned. It is recommended that steps be taken to ensure that this situation will be improved. Among recommendations are that UN member states should accord the UN special rates for leasing commercial ground facilities, that INTELSAT should provide the UN with special equipment services and with limited cost-free access to its system during emergencies, and that the UN should have portable earth stations for use with communications satellites. One chapter of the report deals with educational television for development and UNESCO's work in India is given particular attention.

332 Sparks, Kenneth, ed. A Bibliography of Doctoral Dissertations in Television and Radio, 3d ed. Syracuse, New York: Newhouse Communications Center, 1971.

This work contains more than 900 dissertation titles, divided into sections on educational broadcasting, broadcasting and government, and international broadcasting. Each entry gives author, title, university, and year of completion.

333 Sri Lanka. Commission of Inquiry. Report of the Commission on the Ceylon Broadcasting Corporation. Sri Lanka Parliament. Sessional paper no. 10. Colombo, Government Publications Bureau, 1972. 215 pp.

Deals with the management of the Ceylon Broadcasting Corporation, the programs, technical services and broadcasting policy. Contains also recommendations on the structuring of the organization, the financial provision, public rélations, and welfare. Concludes with suggestions on measures to be adopted to secure the more efficient use of the mass media by the government.

334 Srivastava, R. S. Economics of Telecommunications in India. New Delhi: Technical India Publications, 1968. 481 pp.

This study covers a number of issues in Indian telecommunications: the status and trend of growth, technical and economic planning, financial aspects, revenue, administration, personnel, training and research, workshop and industry, efficiency and accountability. A summary of findings and specific recommendations are listed in the last chapter. The author states that the advances in telecommunication in India are the beginning of a new phase of development. India is on the road to communication revolution.

335 Stanford University. School of Engineering. Advanced System for Communications and Education in National Development. Final report of an interdisciplinary engineering course in space systems engineering. Stanford, California, 1967. Various pagings.

While part of this study is concerned with technical details, it also demonstrates that a shared satellite communication system incorporating educational television may provide an educational system less expensive than existing national systems which do not take full advantage of modern technology. Problems regarding satellite broadcasting in Brazil, India, and Indonesia are examined.

336 Stapleton, John. Communication Policies in Ireland. Paris: The UNESCO Press, 1974. 73 pp.

This publication is part of a series published by UNESCO to study communication policies as they exist at public, institutional, and professional levels in selected countries. The method of analysis is somewhat comparable so that the five nations studied may be compared.

Ireland's unusual structure includes a high literacy rate coupled with a predominately rural residential pattern and large percentage of dependent population; a governmental policy to encourage the use of the national language coupled with intense competition from the use of English by English radio and TV programs and publications; and a strong development of liberal democratic freedoms operating in a society that encourages a conservative social concept of the common good.

The following topics are duscussed: the idea of communication policy, and the system of mass communication within the socioeconomic and cultural structures of the society (including a historical outline of media development in Ireland and the sociopolitical structure and the system of mass communication); public policy (containing the constitutional context, the official information structures, the press, publishing, cinema and film industry, radio and television, the Irish language and the mass media); policies of the mass media (discussing the same subheadings as the previous section, but also including relations between the mass media and sources of information, relations between the various media, and RTE Code of Standards for advertising); communication professions (including professional training, journalistic behavior, codes of ethics and traditions, advertising and public relations, Code of Professional Conduct of the National Union of Journalists); social participation (containing opportunities for influence in public policy, the media, social groups and institutions, and research). The appendixes contain statistics for Ireland up to about 1966-69 with comprehensive indices for population, the economy, development indicators, statistics of the mass media (including paper, paper products, printing and publishing, 1969; newspapers, 1969; publishing, 1969; libraries, 1968; cinema; radio and television).

337 Strauss, Thomas P. "Israel and Instructional Television," Audiovisual Instruction (April 1972) 10-15.

Strauss records the planning and development of Israel's Instructional Television Trust, later known as the Instructional Television Centre (ITC), and gives reasons for its highly successful operation. He attributes much of ITC's success to the careful training of the teachers, to qualified production personnel, and to a continuing feedback mechanism which ensures prompt communication among those involved in planning, producing, teaching, and studying. The program development techniques have called for input from many organizations, including the national curriculum development centers, universities, and the Ministry of Education. Solid support has been given to ITC by the teachers who were involved in the system from the start, but adjustment problems have been noted with regard to school principals and inspectors. ITC is aware of the importance of planning, research, and evaluation, and one of its subdivisions concentrates on these aspects. Although some problem areas remain, Strauss foresees further accomplishments for ITC.

338 Szecsko, Tamás and Gabór Fodor. Communication Policies in Hungary. Paris: The UNESCO Press, 1947. 58 pp.

The mass communication media in Hungary perform crucial political and cultural functions: information, agitation, propaganda, transmission of culture, education, and entertainment. The communication policies are based on the values and norms of a socialist society, and formulated at various institutional levels. The policies constitute a coherent system of regulations integrated into a complex process of social planning. This report reviews the historical development of mass communication, the relationship between communication structure and social structure, and national communication policies. The authors conclude that the policies for development of communication system are integral parts of the socialist cultural revolution. Statistical tables for population, indices of GNP, data referring to standard of life, stock of consumer durable goods are included.

339 Tarso Santos, Paulo de. "Training Agricultural Workers by Television: Aspects of a Project Being Implemented in Chile." Educational Broadcasting International (March 1971) 8-11.

This article gives an account of plans to introduce agricultural training through the medium of tele-clubs. Chile has approximately two million agricultural workers, with about 75,000 of them in the province of Santiago, the area chosen for the tele-club project. It was decided to broadcast these programs in urban areas also, since it was believed that the urban population did not know very much about the rural regions. Details of the methods to be used, and a list of possible topics for broadcasts are included.

340 Tehranian, Majid. The Future Role of Broadcasting in Iran: Preliminary Report of a National Survey. Tehran: National Iranian Radio Television, 1975. 49 pp.

Among the tasks of the Prospective Planning Project of the National Iranian Radio Television (NIRT) has been the conducting of a national survey on broadcasting's possible role in Iranian national development. This paper gives background information regarding the history of Iranian broadcasting, then deals with the survey which had the following objectives: defining the problem in its broadest possible political, educational, and sociocultural development; conducting a series of interviews with the Iranian communications and cultural elite; pursuing the objectives of the interviews with a questionnaire; and drawing some tentative conclusions about the national role and missions of NIRT that could be tested at the project's two national and international symposia. The methodology employed is described and the results are shown in numerous tables. The two symposia (held in May and June 1975) and a book currently being prepared, entitled Communication Policy in Rapidly Developing Societies, were planned by the project staff to assist in producing a more integrated national communications policy. Their concern is, however, more with the delineation of major policy alternatives than with the prediction of the future role of broadcasting.

341 Telecommission Directing Committee. Ministry of Information. Canada. Instant World: A Report on Telecommunications in Canada. Ottawa: Information Canada, 1971. 256 pp.

This report on telecommunications in Canada describes the existing structure of telecommunications and examines a wide variety of policy issues and planning problems related to future development. One of the main themes of the report is that the "telecommunications policy in Canada may have to be reshaped if full advantage is to be taken of the opportunities that technology affords and if socially undesirable effects are to be avoided." A list of telecommunication studies on which this report is based is provided in the appendix.

342 Telecommission Report 6(a): Report on the Seminar on Telecommunications and Participation at The University of Montreal, April 3 - 5, 1970. Ottawa, Canada: The Department of Communications, 1971. 42 pp.

The objective of the seminar was to consider ways by which telecommunications technology and systems can be developed to increase the opportunities for participation by individuals, groups, and institutions, and to propose guidelines for the development of telecommunications so as to increase the opportunities for participation. Chapter 1 describes the seminar as a whole, including the principal points made by panelists and other speakers, key questions and comments, and the workshop discussions and reports. Chapter 2 summarizes position papers that were prepared in advance of the conference, while chapter 3 reports the conclusions of the meeting.

343 Telecommission Study 4(b): Research and Development Policies and Programs. Ottawa, Canada: Department of Communications, 1971. 99 pp.

Report covers both qualitative and quantitative aspects of communications research and development activity in Canada. The qualitative portion appraises the effects of research and development and judges whether current policies and programs are adequate and effectively contributing to the development and competence that Canada wants in the communications field. Appendixes present summary papers by various Canadian organizations on aspects of research and development.

344 Telecommunication: Sector Working Paper. Washington, D.C.: World Bank, 1971. 24 pp.

This paper gives an overview covering the special characteristics and the international perspective of telecommunications. Main features of World Bank Group operations in this area are also given. The disadvantages of telecommunications systems initially established for private use by government agencies or by businessmen are stressed. These include greater cost and a reduced level of access particularly in rural areas. Some of the decisions involved in planning for the expansion of a telecommunication network are briefly mentioned and the importance of international standardization of switching equipment is emphasized.

345 Telecommunications Policy Planning and Research Seminar, Cambridge, Massachusetts, 1974. The Future of Telecommunications. Cambridge, Mass.: Massachusetts Institute of Technology, 1974. 5 pp.

This brief paper records the discussion, mainly between Eugene Fubini and Joseph Coates, of telecommunications as they may be in the future. Fubini's main point is that an electronic revolution is currently taking place, and that its future pervasiveness is not yet fully comprehended by most people. Coates speculates about possible cross-fertilization between the fields of telecommunications and biochemistry. He also draws attention to often neglected aspects of planning: a tendency for secondary consequences of innovations often not to be considered, and a tendency to assume that all men are honest that allows systems to be designed that have a built-in potential for abuse.

346 Thapar, Romesh. Book Development in National Communications and Planning. UNESCO Regional Center for Book Development in Asia, 1975. 113 pp.

This volume contains a basic paper reviewing book production in eleven countries of Asia and studies titled "Books for the Rural Areas of South Asia" and "Guidelines for Book Development in South and South-East Asia." The author reviews book development history since 1946, emphasizing common features throughout countries of South and Southeast Asia, and discusses book development complexities, such as authorship, editing, printing capacity, paper shortage, book formats, marketing, talent and capital, and role of government and communications. Finally, there is a review of National Book Development Councils.

"Books for the Rural Areas of South Asia" covers basic statistics of school education, literacy, publishing problems, etc., for Afghanistan, Bangladesh, India, Indonesia, Iran, Malaysia, Nepal, Philippines, Singapore, Sri Lanka, and Thailand. The third section presents a review of problems common to all of these countries and tables of statistics. The following information is included in the tables: (1) population, illiteracy percentages, and major languages spoken by percentage of people; (2) estimates of urban and rural population by country; (3) per capita national income (approx. 1970); (4) total enrollment by level and type of education around 1950 and 1970; (5) total production of titles; (6) book production in 1971 by language of publication for selected countries; (7) number of titles of translations as against total number of titles published in 1968-71 by country of publication for selected countries; (8) number of titles of children's books as against total number of titles published in 1970-71 for selected countries; (9) production of school textbooks in the region at the first and second levels in 1971-73 and target figures; (10) book imports and exports (U.S. dollar approximate) for selected countries; (11) consumption of printing paper and writing paper, 1960, 1965, 1969, 1970 and 1971; (12) evaluation of paper situation in the region. Also included are a list of government institutions concerned with publishing and their tasks in each nation and evaluation of all tables and planning guidelines.

347 Tinbergen, Jan. Central Planning. New Haven: Yale University Press, 1964. 160 pp.

This book describes the process of planning by government. It examines the impact of planning on the general economic process, and indicates the optional extent and techniques of central planning.

The main activities involved in long-term development planning are (1) a general reconnaissance of the economic structure and its possible future development; (2) a provisional choice of the optimum rate of growth; (3) an estimation of the expansion of internal and external demands in different sectors; (4) preparation and choice of individual investment projects; (5) based on the production targets, derivation of the requirement of human resources and the education and training tasks; and (6) determination of the role of the public and the private sectors, and the instruments needed to induce implementation of the plan.

Given the present state of knowledge, a theoretically satisfactory evaluation of the impact of planning in developing countries is almost impossible. However, some insights into the influence of planning can be obtained by analyzing empirical evidences.

348 Torfs, J. Preliminary Study of an African Regional Satellite System for Education, Culture, and Development, Report no. 2869/RMO RD/FDC. Paris, UNESCO, 1973. 107 pp.

This is an economic feasibility study of a regional satellite broadcasting system. It examines the potentiality of such a system in the context of African needs for education and development. The mission which prepared this report believes that a regional system of educational television based on geostationary satellites may provide an economic solution to the serious educational problems in Africa.

349 Tressel, George, et al. The Future of Educational Telecommunication. Lexington, Mass.: D.C. Heath, 1975. 126 pp.

Despite the title much of the book deals with the past and present states of educational broadcasting.

The book is based on a contract study which offered recommendations regarding the future of the U.S. Educational Broadcasting Facilities Program. Some of the recommendations are that public television stations provide public radio outlets; that grants be given for improving signal strength, coverage, etc.; that the less well-equipped local stations be assisted; and that regional production centers be established under the control of, and operated by, groups of stations.

350 Tu Kung-hua. The Practice of TV Broadcasting. Taipei: Chinese TV Engineering, 1974. 288 pp. In Chinese.

Traces the development of TV broadcasting in Taiwan, giving a description of the various TV networks in the country. Discusses also the technical aspects of TV production as well as closed-circuit television, television transmission, satellite broadcasting, and the state of TV broadcasting in Japan, New Zealand, Germany, Italy, and the United States.

351 Tyrrell, Warren A. "Changing Patterns of Creativity and Innovation in Telecommunication." Australian Telecommunication Research, 7: 3(1973) 15-22.

Tyrrell discusses the strategy and tactics necessary to maintain and improve creativity in research and development in the telecommunications industry. Both short-range and long-range objectives must be frequently reexamined in the light of both technological advances and changes in attitudes and values resulting from the technological advances. Noting that current organizational trends are towards decentralization, Tyrrell suggests that organizational structures be kept flexible thus enabling moves toward greater or lesser centralization to be made without undue stress.

352 UN. Department of Economic and Social Affairs. International Development Strategy: Action Programme of the General Assembly for the Second United Nations Development Decade. New York: United Nations, 1970. 20 pp. UN publication ST/ECA/139. Sales no: e.7]. IIA.2.

This United Nations document contains the Action Programme of the General Assembly for the Second Development Decade 1971-80. It is one of the most important documents on development policy and strategy in recent years. It is a useful and valuable reference for those concerned with the problems of the Third World.

353 UN Development Support Communication Service. Outline Specification for an Indonesian National Development Support Communication Service. Mimeographed. Bangkok, 1970. Various pagings.

Contains first a discussion of the specification and requirements of a scientifically designed Development Support Communications component in each developmental project. There are five appendices including one on possible structural model of a government DSCS and a photo-print, "Information Aspects of a Development Project" indicating the kinds of communication inputs needed in a hydroelectric irrigation project.

354 UN Development Support Communication Service. Some Consequences of the Application of Communication Analysis to Development Planning and Programme. For Regional Inter-Agency Meeting on Social Development. Mimeographed. Bangkok, 1970. 5 pp. RIAM/11/3.

This paper discusses the role and function of communication in development projects. It offers some suggestions on how to analyze the communication component in development planning and programs.

355 UNESCO. The Role and Training of Communication Planners: Report of a Meeting Held at Kuala Lumpur, December 16-21, 1974. Paris, 1975. 35 pp. COM-74/CONF. 713.

The Asian regional seminar was Asia's first international seminar on this subject. Participants discussed the definition of communication planning and the role of the communication planner, and considered suitable national and international training possibilities. They emphasized that communication planning should be a team enterprise, and suggested this approach also for the teaching of communication planning.

The importance of the interrelationships between the different forms of communication, including that between the traditional and the modern, was stressed. Possible areas of resistance to planning were considered, and some thought given to the question, "What elements of the communication process can, and which cannot, be planned for?" The need for the adaptation of imported technology to the needs of the society, rather than the reverse, was deemed especially important.

While the participants themselves were interested in solving present problems they also reported an increasing trend toward coordination and new administrative structures. Existing departments and departmental policies should not be allowed to limit plans for the future. The need for more research and evaluation was noted, and the participants favored a national planning commission which would provide a wider interdepartmental perspective.

A list of participants, and a brief bibliography, are given in the report.

356 UNESCO. Report of the Meeting of Experts on Communication Policies in Latin America, Bogota, 4-13 July 1974. Paris, 1974. 40 pp.

"The purpose of this report is to prepare the groundwork for an Intergovernmental Conference on Communication Policies to be convened in Latin America in 1975. It considers the definition, formulation and implementation of such policies in the Latin America context and a number of important issues with which policy makers are confronted at the present time and which have been studied in greater depth in order to achieve rational decisions on the development of functional, national, and international communication systems," from title page. The meeting brought together seventeen participants from fourteen countries in Latin America and observers from seven international or regional organizations. The view presented in the conference was that Latin American countries generally had only "partial, rudimentary, obsolete and commercialized mass communication" systems that do not tie in with the development plans of the various countries, and that the position and participation of governments is therefore of great importance in the formulation of a communication policy at the national levels. The meeting's function was to show governments and those responsible for mass communication media the urgent need to devise a coherent policy and to give the various national mass communication systems the best possible organizational structure with regard to national development goals. The paper notes "the right to be informed," which shows the orientation of the mass media towards the receiver rather than the source, is the new concept of communication that the Latin American communication planners ascribe to. That over ninety percent of the news presented in this area originates from the international press agencies shows that heretofore the communication policies of these countries have not taken into consideration the importance of internal or regional management of news and other communications. Working groups tackled such topics as access to and participation in the mass communication media, regional and international cooperation in relation to communication policies, translation of communication policies into communication plans, mass communication technology and policy.

357 UNESCO. Report of the Meeting on Management and Planning of New Communication Systems. Paris, 1974. COM/MD/29.

The findings of experts who received new and expanding communication projects in developing and developed countries. The focus of review was on the management and planning aspects of the projects. The projects reviewed includes three Canadian projects, U.S. Rocky Mountain Satellite Project, and the Indian Satellite Instructional Television experiment.

358 UNESCO. Revised Guidelines for the Economic Evaluation of National Communication Systems. Paris, 1974. 63 pp. COM/WS/366.

An annotated guideline for the collection and organization of information and data for economic evaluation and planning of national communication systems. It contains the following sections: Priority Objectives; Media Status and Coverage; Media Use of Resources (inputs); Media Output and Consumption;

Media Finance; and World Communication Links.

359 UNESCO. A Guide to Satellite Communication. Reports and Papers on Mass Communication no. 66. Paris, 1973. 35 pp.

This is a basic information manual on satellite communication for decision makers concerned with planning and communication. It presents a brief description of the nature and characteristics of different satellite communication systems, and discusses their current and planned application. The educational, cultural, and legal implications of satellite communication are examined, and issues concerning the institutional framework, planning, and organization are discussed.

In the concluding section, the report outlines the stages of a general plan of action: (a) promotional activities, (b) the articulation of national needs, (c) transfer of knowledge and information, and training, (d) trials and demonstrations, (e) cost benefit study, (f) political decisions on the basis of experiments, and (g) the planning and execution of an operating system.

360 UNESCO. Recent Developments in Communication for Agricultural Education and Training in Latin America. Paris, 1973. 10 pp. ED-73/CONF.506/13.

This review of developments in communication for agricultural education and training is both critical of the past and optimistic about the future in Latin America. In the past, progress was insufficient, and also insufficiently recorded. There was also considerable variation from one country to another. The most noteworthy achievements tended to be on an intellectual level with action lagging far behind. Several years ago communicators began to question the effectiveness of their work since empirical evidence showed that mainly urban audiences were being reached, and they formed a minority of the population. Defects in extension work communication were also noted. The works of Beltran and of Bordenave are quoted to illustrate more recent progress and plans for the future.

361 UNESCO. Selective List of Studies and Reports on Communication Satellite Projects. Paris, 1973. 49 pp. COM/WS/349.

The items in this bibliography are alphabetically arranged by author, and annotated. Also included are indices to titles, and to regions and countries.

362 UNESCO. Report of the Meeting on Communication Policies and Planning. Paris, 1972. 24 pp. COM/MD/24.

This report describes the key issues relating to communication policy and planning, discussed by an international group of experts in a UNESCO workshop held 17-28 July 1972. Communication policies are sets of principles and norms established to guide the behavior of communication systems. Communication planning deals with alternative ways of achieving the goals and objectives set under communication policies.

The report emphasizes the importance of research in the formulation of policies and planning of communication systems. Specific suggestions on the steps required to promote policy formulation and planning are discussed, and importance of action by national government is underlined.

363 UNESCO. Proposals for an International Programme of Communication Research. Paris, 1971. 29 pp. COM/MD/20.

This report, prepared by UNESCO with the assistance of an international panel of consultants, examines the functions of communication in society in its relation to economic, social and cultural development. One section deals with the relationship between communication and development--national policies and communication strategies. Another section deals with the mass media and people's view of society. It also discusses the kinds of communication research needed in both these areas, and submits a proposal for practical action by national governments. A two-page annex lists inventory of basic data for mass communication research.

364 UNESCO. Educational Broadcasting in Indonesia. Draft Report of UNESCO Educational Broadcasting Mission, July-August 1970, Djakarta. 106 pp.

This report is part of a national assessment of educational needs in Indonesia and studies the benefits of coordinating radio and television educational services within the total system of public education.

Part 1: The principles of integration of the new mass media into the educational system--communication and education as interrelated fields of activity. Emphasizes the necessity of an integrated system of communication channels and reviews the following aspects: planning and control, teaching; production for multiplying media, transmission and distribution channels; administrative links; tutorial guidance and leadership; feedback channels; regeneration and maintenance of the components and the network.

Part 2: Education and communication problems in Indonesia; curriculum planning and development and choice of media; examination system; languages of instruction and languages of support; program production; document production; studio equipment and facilities (hardware), including radio and television transmission equipment and actual service area coverage of sound and television; telecommunications equipment and network and satellite communication; propagation and reception; utilization of radio and television; distribution networks; maintenance of receiving equipment at schools; personnel training, retraining and upgrading; related problems. Statistical tables included.

Part 3: Lists and describes surveys, studies, and projects necessary to the elaboration and implementation of a fully integrated educational broadcasting system (and network).

365 UNESCO. Communication Components in UNDP (Special Fund)--Assisted Projects. Mimeographed. Bangkok, 1969. 8 pp. DP/SF/CM35:DP/SF/CM Field 59.

This document outlines the definition, planning, and financing of a "communication component" and discusses the implementation of a project communication program. Lists governmental and UNDP responsibilities in these projects, provides initial appraisal of project communication needs, and sets forth guidelines for action.

366 UNESCO. An African Experiment in Radio Forums for Rural Development: Ghana, 1964/1965. Reports and Papers on Mass Communication No. 51. Paris: UNESCO, 1968. 71 pp.

This report covers the Ghana Radio Forums

Project carried out from December 1964 to April 1965. This experiment proved that radio broadcasting, when skillfully planned and used, can be a most effective medium of communication and education in rural areas. As the Preface states, "Production and reception of programmes, however, must be well organized if radio is to play its role in promoting rural development. Good organization is indeed the main factor of success in the farm forum technique, for without it the radio audience cannot become, through group listening and discussion, an adviser to the radio producer to whom listeners' reactions and suggestions must be constantly reported. In this way only can rural radio forums, the programmes of which are based on the various aspects and problems of life and work in the countryside, serve both social and agricultural education for rural development." This report is a continuation of the UNESCO projects in Canada and India which attempted to adapt the technique of farm radio forums to a specific social setting. Of particular interest is the follow-up statistics of collective actions taken by the various forum groups after their participation in these programmes, and the high interest they expressed in further educational efforts. Appendixes include a survey given to village organizers, forum leaders, and a forum observer report.

367 UNESCO. Communication in the Space Age: The Use of Satellites by the Mass Media. Paris, 1968. 200 pp.

This book is the result of a meeting of experts held in December 1965 to assess the broad range of fields involved in the development of space communication. The twenty-two contributions are segmented into nine sections: Social Implications of the Space Age (papers by Wilbur Schramm, Arthur C. Clark); The Flow of the News (Lord Francis-Williams, Ivor Ray);

Education by Satellites (Henri Dieuzeide); Cultural Opportunities (Aldo A. Cocca, Harry C. Campbell); New Dimensions for Radio and Television Broadcasting (George Straschnov, J. Treeby Dickinson, Valter Feldstein); Perspective for the Developing Countries (M.M. Khatib, I.O.A. Lasode, V.K. Narayana Menon); The State of the Art: Technical Capabilities (Leonard Jaffe, N.I. Tchistiakov, Jean Persin); Building an International Framework (UN, Hilding Eek, Fernand Terrou); a section on suggestions for UNESCO's program in space communication.

368 UNESCO. Radio and Television in the Service of Education and Development in Asia. Reports and Papers on Mass Communication no. 49. Paris, 1967. 58 pp.

This report deals with the work of the Meeting on Radio and Television in the Service of Education and Development convened by UNESCO at Bangkok, Thailand, 16-23 May 1966. It covers the place of broadcasting in the social and economic development of Asia as a whole, and specifically how to integrate radio and television into the planning and operation of development and education programmes in Asia. It presents statistics on broadcast media in each country, including breakdown of broadcasting hours into types of programming. The meeting concluded that "radio and television have a vital contribution to make and that this should be fully recognized through integration into national plans, priorities and allocations for social, educational and economic development." Extensive recommendations for broadcasting and national development, broadcasting and education, status and organization of broadcasting, training and international cooperation were made.

369 UNESCO. Radio Broadcasting Serves Rural Development. Paris: UNESCO, 1965. 51 pp.

Two reports are given. The first is "Radio Rural Forums Spread throughout India," by B. P. Bhatt and P. V. Krishnamoorthy, and the second is "Training for Rural Broadcasting in Africa" by Ram Marathey and Michel Bourgeois. Bhatt and Krishnamoorthy tell the story of the transition from experiments to large-scale action with regard to radio forums in India and they offer practical guidance for the preparation of campaigns elsewhere. There are chapters on field organization and on program planning and techniques. Marathey and Bourgeois relate UNESCO's efforts to introduce a similar system in some African countries. They include a lecture schedule for the training of broadcasters and educators.

370 UNESCO. Mass Media in the Developing Countries: A UNESCO Report to the United Nations. Paris, 1961. 45 pp.

This report is in three sections, the first two dealing with past efforts to develop the information media and the problems of developing these media, and the final section giving conclusions and recommendations. Efforts to develop the information media in developing countries have been made by a number of international agencies, but many problems have been encountered. These problems are discussed under the following regional headings: Southeast Asia, Latin America, Africa, Middle East, and other areas.

The recommendations are given in two groups, general ones and those for specific media, namely for news agencies, newspapers and periodicals, radio broadcasting, film, and television. The following are among the general recommendations that governments of developing countries might consider: formulating national programs for development of the information media as part of their planning for economic development; establishing national committees to assist with these programs; including mass communication development projects in their requests for technical assistance; establishing national training programs for professional and technical personnel; encouraging research in the use of the information media; giving consideration to future needs of the information media when planning communication and transport services; reviewing their tariff and fiscal policies with a view to facilitating the free flow of information within and between countries; and encouraging the establishment or expansion of professional associations of the mass media.

371 UNESCO. Meeting on Development of Information Media in South-East Asia. Bangkok, 1960. 61 pp.

Representatives of twenty-two Asian countries attended this UNESCO meeting. After a discussion of the inadequacies of the mass media in Asia the participants formulated a number of proposals, some for immediate action and others for long-term development. These proposals are divided into the following sections: newspapers and periodicals; news agencies and telecommunications; radio broadcasting, film, and television; and journalism training in media and mass communication research.

372 UN. Panel Meeting on Satellite Instructional Television Systems, India, 1972. Papers of the meeting. Mimeographed. India, 1972. Various pagings.

Paper presented at one of the series of UN panel meetings aimed at disseminating information to member states regarding opportunities in the field of space communication. This particular panel gives insights to the implementation of the Satellite Instructional TV Experiment undertaken by India in collaboration with the United States. Contains guidelines for communication policies and management system for new technologies, review of communication satellites and their usage, report on space research, and other background papers pertinent to telecommunications and its applications in India.

373 Ugboajah, Frank O. "Traditional Urban Media Model: Stocktaking for African Development." Gazette, 18: 2 (1972) 76-95.

Ugboajah is critical of Western theories, such as those of Lerner and Eisenstadt, that do not give sufficient value to the traditional media when considering how the mass media may assist development. Ugboajah contends that to Lerner and Eisenstadt modernization is synonymous with westernization, and he advocates instead a coalition of the old and the new communication methods.

374 Ulvi, Dogan. "The Feasibility of Utilizing a Direct Broadcast Satellite for Education and National Development in Turkey." Ph. D. Dissertation, Syracuse University, 1974.

This study examines the possibility of direct satellite broadcasting in Turkey and concludes that such a system for education and national development will greatly help Turkey in bringing about a communication revolution. The obstacles to introducing a direct satellite broadcasting are not technological but social and cultural. Careful planning and political actions are necessary to overcome those obstacles. In planning it is very important to understand the objectives of education and national development. The politicians have a difficult role to play to organize and finance satellite broadcasting institutions.

375 Vallee, Jacques, Robert Johansen, and Kathleen Spangler. "The Computer Conference: An Altered State of Communication?" The Futurist (June 1975) 116-21.

Computer conferences will enable us to escape the limiting factors of time and space. This new method of communication is described by three researchers from the Institute for the Future, Menlo Park, California, after analysis of some 5,000 hours of such conferences. FORUM, as the computerized communication system is known, enables conference participants in different parts of one country, or in several countries, to communicate with one another by using computer terminals. The system has been designed in such a way that users with no previous computer experience are able to master FORUM in approximately fifteen minutes. Participants may join in, or leave, the discussion at any time, day or night, during the duration of the conference. Transcripts of the conference are recorded automatically and are available during and after the conference. Some technical problems have yet to be solved, including the possibility of a failure of the computer system in mid-conference. Using a commercial computer network costs are approximately $15 per terminal hour but it seems likely that this will be reduced in the future. The writers mention ways in which FORUM is likely to alter our concepts of communication, and they note both the advantages and disadvantages of this and suggest some possible developments.

376 Ward, William B. Communication and the Agricultural Universities in India: Rationale and Guidelines for Establishing a Center of Strength in the Field of Agricultural Communication. Cornell International Agricultural Development Reprint no. 29. 13 pp.

This study advocates the addition of a coordinated agricultural communication program to the curriculum of agricultural universities, to serve as centers for agricultural technology and development. Mass media have influenced the rural farmers by bringing the "outside world" closer to them. There is a strong association between this linkage with the outside world and the adoption of new agricultural innovations. Therefore, the setting up of an agricultural communication center would facilitate information and development processes.

377 Ward, William B. Creating Agricultural Communication Centers for Training, Research, and Information Services. Papers in Communication no. 6. Ithaca, New York: Department of Communication, Cornell University, 1975. 20 pp.

A study of the communication centers set up by the agricultural universities in Pantnagar and Bangalore, India, in an attempt to bridge the communication gap between agricultural scientists, educators, and farmers. The paper describes the principles, policies, and organizational structures of these communication centers and also assesses the future of these centers. This paper was presented at the Cornell-CIAT Symposium on Communication Strategies for Rural Development held at Cali in March 1974.

378 Warren, Colin John. "Education and Telecommunications in Brazil: Some Cost and Policy Considerations."

M.S. Thesis, Massachusetts Institute of Technology, 1973. 135 pp.

The Space Research Institute in Brazil was interested in the possibility of improving and radically altering the educational system in Brazil by use of direct broadcasting from synchronous satellites to television receivers equipped with small parabolic antennas and frequency/modulation convertors. Warren compares the potential benefits of such a system with the potential benefits of alternative signal distribution systems. A cost analysis of four systems is given. These are a terrestrial microwave system; a circulating tape system; a rebroadcast satellite system; and a hybrid satellite system involving direct broadcasting. He found the hybrid satellite system to be the cheapest for 100 percent population coverage, but that the terrestrial microwave system had greater reliability and flexibility of use, and provided greater possibilities of reaching the proposed educational reform objectives. For political reasons, however, a Brazilian-owned satellite had considerable appeal for the government.

379 Waterston, Albert, et al. Development Planning: Lessons of Experience. Baltimore: Johns Hopkins Press, 1965. 706 pp.

Fifty-five countries in Asia, Africa, Europe, and America, both developed and developing, and representing varying economic and political systems, were chosen as the core group in this comparative study aimed at determining when, how, and why planning has been successful or unsuccessful, and what lessons can be drawn from these experiences. In addition to the core countries, for which complete coverage was attempted, partial information is included for many others. Altogether, the book deals with development planning in more than a hundred countries. Plan formulation and the problems of implementation are given particular emphasis. Two very common weaknesses of most national development plans are the shortage of well-prepared projects, and the failure to establish appropriate policies necessary to fulfill the plans during the plan periods.

Appendices include a chronological listing of national plans, names and addresses of central planning agencies, and a development planning bibliography of nearly 400 items.

380 Webster, R. Lyle, ed. Integrated Communication: Bringing People and Rural Development Together. Honolulu, Hawaii: East-West Communication Institute, 1975. 200 pp.

The purpose of this volume is to make available to rural development planners, administrators, and communicators information on the concepts and practices of representative integrated development programs in different parts of the world, with a special emphasis on the role of integrated communication in these programs. The material is organized into three parts. Part 1 presents several diverse appraisals of the principles, practices, and problems of integrated rural development, including the role of communication. Part 2 records the actual experiences of people involved in eight national or subnational programs in Asia, Africa, Latin America, and the United States. Part 3 focuses on four general principles: organization, repeatability, linkage-relationships, and strategy.

381 Wedell, E.G. and M.J. Pilsworth. The Role of Broadcasting in National Development: Algeria Case Study. See entry no. 291.

382 Wedell, E.G. and M.J. Pilsworth. The Role of Broadcasting in National Development: Nigeria Case Study. See entry no. 291.

383 Wedell, E.G. and M.J. Pilsworth. The Role of Broadcasting in National Development: Tanzania Case Study. See entry no. 291.

384 Welbeck, Paa-Bekoe Henry Obed. "The Role of Ghana Television in Education and National Development: An Exploratory Study." Ph.D. dissertation, Michigan State University, 1971. 301 pp.

The government of Ghana visualized television as a long-term investment for national development rather than as a luxury. In particular, television was seen as a means of providing both formal and informal education.

Welbeck discovered that the theoretical objectives and actual practice did not coincide. By 1970, only a few schools had television; no television programs were directed at the most depressed schools, that is, the primary and middle schools; only a small number of Ghanaians could afford television sets; and Ghana Television lacked reliable means of measuring the effectiveness of its programs.

A recommendation is made that the government develop a plan aimed at providing television sets and accessories to all schools which meet an established standard, and that generating sets or vibrators should be provided to such schools if they do not have electricity. Among Welbeck's other recommendations are that community centers, villages, clubs, etc., be encouraged to buy television sets and, perhaps, have these purchases subsidized by the government; that these subsidized groups, and schools also, should be exempted from the annual television license fee; that representatives from the Ministry of Education, Ghana Television, and teacher and student organizations should form a committee to assess the needs and define the goals for school television programs; that tele-clubs and discussion groups should be encouraged, particularly in rural areas; and that a television resource center should be established to gather and analyze relevant data.

385 Wells, Alan. Picture-Tube Imperialism? The Impact of U.S. Television on Latin America. Maryknoll, New York: Orbis Books, 1972. 197 pp.

The aim of this study is to establish a theory of development using the two concepts "consumerism" and "producerism" that are refinements of commonly observed empirical phenomena. Development requires the maximization of producerism. The allocation of economic surplus is the key to development, and optimum development requires a full utilization of all available productive resources. It is the mix between consumerism and producerism that in part determines the usable economic surplus in society and shapes its allocation. The author uses these definitions of overall societal growth to examine the developmental uses of the mass media, particularly television, in seventeen Latin American countries.

The availability of the mass media, or at least the potential for widespread use of them, is one of the major factors that makes development of today's poor countries very different than the already-developed countries were a century ago. Although there are many different theories about the mass media and development, Wells' thesis is that the media are a developmental factor via their differential consumerism and producerism effects in the countries studied. Since the media are controlled by a small group of people, they always have a manipulating potential. There is a great need to determine what kinds of learning contribute the most to economic development, and how the television programming can either help or hinder the various countries' development. Since U.S.-style television is transplanted, the advertisements encourage the consumption of foreign-made or imitated products; they do not encourage asceticism and personal savings habits, nor are they likely to stimulate the production and sale of indigenous mass products in the "traditional" sector. Adherence to this broadcasting style has led to a neglect of possible producerism uses of television, for example, by the propagation of an ideology in the line with the developmental attitudes needed in that country. Radio and television, which do not require literacy, can play a major role in mass mobilization and social change, since mass media distribution is relatively advanced in these countries given their low levels of economic development.

386 Wells, Alan. "Communications and Development: The Relevance of Media Content." Sociological Quarterly, 12: 1(1971) 95-99.

Wells notes that the availability of the mass media makes national development in the poorer countries radically different from that experienced previously by the countries now termed "developed." Theorists have regarded the potential of the mass media in three ways: in a positive way, with the media seen as a stimulus to development; in a negative way, with the media seen as both harmful and too expensive; and in a neutral way, with the effects of the media seen as insignificant. Wells attempts to reconcile the positive and negative theories by concentrating on the one hand, on the media's functions and its potential for teaching, and on the other hand, on its commercialism which can limit its educational uses. He suggests that "modernism" needs to be redefined and that advertising should utilize existing resources.

387 Wells, Alan. Economic Constraints and Mass Media Development: The Case of Latin American Television. Paper presented at the thirty-fourth Annual Meeting of the Southern Sociological Society, United States, 1971.

An examination of national and international statistics leads Wells to the conclusion that media development is increasing faster than other factors relating to economic growth in Latin America. In particular, the development of television appears premature in relation to economic growth, with the result that the poor and underprivileged are being confronted, through westernized commercial broadcasts, by living standards beyond their reach.

388 Western, John S. Australian Mass Media: Controllers, Consumers, Producers. Australian Institute of Political Science Monograph no. 9. Australian Institute of Political Science, 1975. 40 pp.

An overview of the mass media industry in Australia, this monograph examines the pattern of ownership of newspapers, radio, television, legislative, and other controls of the media as well as media exposure. Includes a discussion on audience and content and concludes with a study of managers who run the media in Australia.

389 Westley, Bruce H. "Communications and Social Change." American Behavioral Scientist (May/June 1971) 719-43.

Westley takes a look at the theories of communication and social change and rejects most of them. He believes that planners should look for ways to improve the capacity for collective problem solving since this, in turn, is likely to lead to social systems which have a greater capacity to adjust to new conditions. He points out that information transmitted by the mass media that is incongruent with the existing beliefs of the receiving society will be either altered or completely rejected. He recommends that the change agent's role be that of a catalyst of group communications processes rather than that of expert.

390 Whitehead, Clay T., Chairman. Cable: Report to the President. The Cabinet Committee on Cable Communications. Washington, D.C.: U.S. Government Printing Office, 1974. 122 pp.

This report concerns the development of a comprehensive national policy on cable communications. The committee was created in 1971 and finished this report in 1974. After reviewing the current range of views and research, the committee set out conclusions and recommendations on the major policy issues regarding cable for a ten-year period into the future. Chapter 1 presents the arguments for a new policy on cable. At the heart of the committee's recommendations is a proposed policy that would separate control of the cable medium from control of the messages on it. The goal of this policy, presented in chapter 2, is to assure the development of cable as a communications medium open to all, free of both excessive concentrations of private power and undue government control. The committee's specific recommendations are in chapter 3. Chapter 4 discusses the policy recommendations that should be implemented later, when the industry is more developed. Chapter 5 covers a proposal by some of the committee members for a federally supported program to demonstrate innovative public service uses of cable technology and to identify more precisely the technical and legal safeguards necessary to protect personal privacy in the use of cable. The large appendix includes the Current Regulatory Framework of cable by the FCC.

391 Wilson, Ira G. and Marhann E. Wilson. Information, Computers, and System Design. New York: John Wiley and Sons, Inc., 1965. 341 pp.

This book centers around what was once considered two separate concepts, information theory and systems theory, and proposes that they should now be considered together. "System" is defined as a set of components used to perform an operation, desired by at least one person, on an object. Models may be utilized to represent a system. "Information" is defined as at least one input in any system that is necessary to show that the system operation is desired. A flow chart showing the four kinds of tasks involved in system design is included. Mathematical aspects of systems are also covered, and specific examples of complex systems are cited to illustrate basic systems and information theory.

392 Wilson, Michael. "Starting Educational Broadcasting in Afghanistan." Educational Television International, 4: 4(1970) 274-81.

Wilson gives background details about Afghanistan before turning to broadcasting in that country. Those involved with the establishment of educational broadcasting unanimously agreed that teacher training by radio should be the first area to be developed. The work done in the twenty-four months since the educational broadcasting service was started is reviewed, and a development plan for the years 1970-73 inclusive, is included.

393 Witherspoon, John P. and William J. Kessler. Instructional Television Facilities: A Planning Guide. Washington, D.C.: Dept. of Health, Education and Welfare, 1969. 73 pp.

This guide stresses the importance of obtaining expert advice before planning. The educational objectives should be considered before making decisions about technology. They provide information about systems, equipment, staffing, and program sources.

394 Woods, Doris and Frederick Williams. A Pilot Study of Citizen Information Needs and Sources: Watts, Los Angeles, California, 1974. Los Angeles: University of Southern California, 1974. 32 pp.

Watts was chosen for this study because of suggestions that feelings of alienation and powerlessness were engendered by lack of information. A random sample of 50 low-income people renting accommodation (LI), 25 middle-income homeowners (HO), and 20 people considered to be influential in the community (CI), formed the survey population. All three groups were questioned about their perception of the usefulness of various information sources--radio, television, newspapers, telephone, personal contact, etc., and in addition, the CI group was questioned about information dissemination methods. Among the findings were that the LI and HO groups had much greater difficulty in getting information from government agencies than from community organizations; that perceptions of what constituted the major problems in Watts differed--the CI group, which had responsibility for some of the information dissemination saw things differently from the LI and HO groups; that the CI group sometimes showed indecision about the methods of dissemination they would choose for a particular topic; that the LI and HO groups often selected sources which proved to be inappropriate for their information needs; and that fifty percent of the CI group had no suggestions for changing the information dissemination system. The authors suggest that workshops in information dissemination and communications management could be useful for people such as those in the CI group.

395 Yassin, Sulaiman H. and Muhamad Y. Hussein. A Proposal for a Development Communication Program in Unipertama: Rationale and Guidelines for Establishing a Development Communication Program. Universiti Pertanian Malaysia, 1974. 14 pp.

Unipertama's role as a university is changing as it becomes an important knowledge center for agricultural technology and agricultural development in Southeast Asia. Unipertama can provide communication leadership in this task. Under present conditions, communication is an integral part of the extension or community service education at Unipertama, and with this Development Communication Program aimed predominately at the rural sector, can stimulate public awareness and understanding of planned change, and of the agency that is promoting it, so as to create a climate of acceptance under which the change agency could work, thus helping advance development of the country. Communication is now becoming a fourth partner of higher education, collaborating with research, instruction and community service, in carrying out programs in each of these areas and in serving as a connecting link from one to the other. This program will provide continuing programs of internal communication with the university communities and community service activities, will assist scientists to share their knowledge with each other, will provide up-to-date communication technology and materials to improve the effectiveness of teaching university courses, and provide community service specialists and support staff.

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ACRONYMS AND ABBREVIATIONS

AIR—All India Radio
ASEAN—Association of South East Asian Nations
ATS—Applications Technology Satellite
BBC—British Broadcasting Corporation
CATV—Cable Television; Community Antenna Television
CCITT/CCIR—Comité Consultatif International Télégraphique et Téléphonique (International Telegraph and Telephone Consultative Committee)/Comité Consultatif International des Radiocommunications (International Radio Consultative Committee)
CIAT—Centro Internacionàl de Agricultura Tropical
COMSAT—Communications Satellite
[illegible] NASA—Department of Atomic Energy—National Aeronautics and Space Administration
ECAFE—Economic Commission for Asia and the Far East
ETV—Educational Television
FCC—Federal Communications Commission (United States)
FRC—Federal Radio Commission (United States)
GNP—Gross National Product
INSAT—Indian Satellite
INTELSAT—International Telecommunications Satellite Consortium
ITU—International Telecommunications Union
ITV—Instructional Television
MIT—Massachusetts Institute of Technology
OECD—Organization for Economic Cooperation and Development
PANATEL—Pan-African Telecommunication Network
PEACESAT—Pan Pacific Educational and Communication Experiments by Satellite
RTE—Radio Telefís Éireann (Radio Television Ireland)
SITE—Satellite Instructional Television Experiment
TELESAT—Telecommunications Satellite
UNDP—United Nations Development Program
UNESCO—United Nations Educational, Scientific and Cultural Organization
UNICEF—United Nations Children's Fund
USAID—United States Agency for International Development